

APPLETON POST-CRESCENT

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APPLETON-NEENAH-MENASHA, WIS., WEDNESDAY, MAY 7, 1958

ASSOCIATED PRESS
WIRE SERVICE

Price Seven Cents

Governor on Hand To Help Fox Cities Launch Sales Drive

Economy of
State Sound,
He Declares

Bricks Door, Cleric Captive Inside Palace

BY JAY REED
Post-Crescent Staff Writer

Spurred by Gov. Vernon Thomson's declaration that unlimited consumer buying power exists in Wisconsin, 290 representatives of business, industry and government this morning kicked off the most intensive sales promotion campaign in the history of the Fox Cities—“Best Appliance Values—Better Buy Now.”

The breakfast meeting at the Elks club touched off the 10-day appliance sales event which starts officially Thursday morning and will continue through May 17.

The governor, who flew into the city this morning for the breakfast told the gathering unlimited opportunity awaits businessmen here who are willing to go seek business.

Sound Economy

“Wisconsin’s economy is sound,” the governor said. “We have not suffered as have other sections of the country. Our industry is pouring forth at nearly 100 per cent. of capacity. Agriculture has been bolstered by increased profits from beef and pork. Some of our communities have been hurt, it is true, but, by and large, the state is healthy.”

Thomson called the Fox river valley the “heart of Wisconsin.” He said this area is far ahead of many other sections of the state. “We have more vital industry, more drive, more honest enthusiasm here in the show up yesterday. Mr. Rieser, a Catholic, said he wouldn’t put up with Protestants trooping in and out her door.

Mrs. Rasile, a Catholic, said she planned to have it governors of the state bar association had approved the re

Mark Catlin, Jr.,
Reinstated by
Supreme Court

Unanimous Vote
Gives Him License
To Practice Law

Post-Crescent Madison Bureau
Madison—The Wisconsin Supreme Court today unanimously reinstated Mark Catlin, Jr., Appleton, former Republican speaker of the assembly as an attorney.

The court last November suspended his right to practice law for six months and ordered him to pay \$1,500 in costs on charges of unethical conduct in the handling of law cases for pardon and parole applicants while he was in the assembly.

Earlier the district grievance committee of the bar association and the state board of governors both unanimously recommended reinstatement of Catlin’s law license.

There was no opposition to the arguments of Robert M. Rieser, Catlin’s chief counsel, as the Madison lawyer reported as the court’s order of last December and that the board of governors of the state bar association had approved the reinstatement petition.

Philip Haberman, executive provincial superintendent of fine arts, who has the job of keeping old buildings unchanged, said he couldn’t.

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O’Neill, DiSalle

Winners in Ohio

Primaries Also
Held Tuesday in
Indiana, Alabama

By The Associated Press
Candidates were tapped for a variety of offices in primary elections yesterday in Ohio, Indiana and Alabama.

Gov. C. William O’Neill was nominated by the Republicans for another run in Ohio while Democrat Michael V. DiSalle

picked Michael V. DiSalle, who carried the party’s banner in 1956 when he was defeated by O’Neill.

Indiana’s house contests saw all 11 of the state’s congressmen nominated for new terms. Several hundred families

Big Vote for Taft

In Indiana, Atty. Gen. John Patterson showed the way in a 14-man field seeking the Democratic nomination for governor. But he faces the prospect of a runoff primary next month because of a failure to win by a majority. His opponent will be Judge George Wilcox, who was runner-up.

O’Neill won the Republican gubernatorial primary in Ohio over Charles P. Taft, a brother

of the late Justice Fritz.

Chief Justice Fritz Estate Set at \$171,429

Believes U. S. Seizes Propaganda Initiative

Washington — George V. Allen, chief of the U. S. Information Agency, expressed belief that Justice Oscar M. Rieser of the Supreme Court has seized the propaganda initiative.

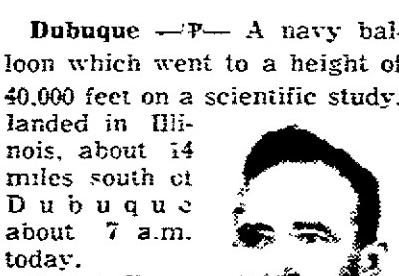
Justice Fritz, 79, died last Oct. 4. He had been a member of Wisconsin’s highest court for more than 24 years.

The estate was bequeathed in equal shares to his two daughters, both residents of suburban Whitefish Bay.

Speaking to newsmen at the White House after he had conferred with President Eisenhower, Allen said two U. S. proposals put forth during the last 10 days have gained wide support throughout the world.

Turn To Page A11, Col. 5

Balloon Goes Up 40,000 Feet in Scientific Study, Lands in Illinois



Dubuque — A navy balloon which went to a height of 40,000 feet on a scientific study landed in Illinois about 14 miles south of Dubuque about 7 a.m. today.

Both balloons landed safely and M. Ross reported delivery equipment aboard was not damaged.

The balloon came to earth alongside U. S. Highway 20, six miles south of East Dubuque.

Accompanying Ross on the ascension was Alfred H. Mikesell, 44-year-old father of eight children. It was his first balloon ascent. Ross, a veteran navy balloonist, rose to 84,000 feet in the clear air at 40,000 feet.

Mikesell was bent on learn-

ing what makes the stars twin two hours at that altitude over one thing. Minnesota and Wisconsin first test of a technique that some day will be used to record men’s physical reactions in an orbiting satellite. They combined their astronomical and aeromedical observations in a flight which the medical observation was that one of the men had a decrease in the rate of electrical conduction from the top to the bottom of his heart. He said this apparently happened about the time an automatic device cut in at 37,000 feet to increase the pressure inside the men’s oxygen masks. This forces a man to blow his breath out with a puff. Air is

Turn To Page A11, Col. 7

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*Remember Mama
with a Special "Gift"*

Gloudemans
DEPARTMENT STORE
A2A-A30
W. COLLEGE **APPLETON**
DIAL 4-9811



**"Top Of The World"
"Forever Young" Mother's Day Fashion**

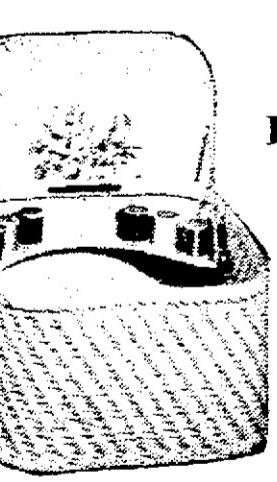
Summer dream dress . . . styled just the way you want it . . . ready to travel, ready for afternoon appointments . . . gift boxed ready to give Mom! Bayadere print with sissified bodice! 12-20!

10.95



Berkshire
CASUAL
B-Tween Sizes
To Fit You
5'5" or Under
12.95

Measurements proportioned to fit you without costly alterations 5'5" or under! Smart abstract print on dacron. Fan pleating trim bodice. Pretty colors on whites 12½-22½.
GIFT BOXED FREE.



**Round or Square
Sewing Baskets**

3.98

"Princess" style in round or square shapes . . . white, pink, yellow, green, blue enameled woven wicker type . . . floral motif trim.

**Mother's Day
Gift Hankies**

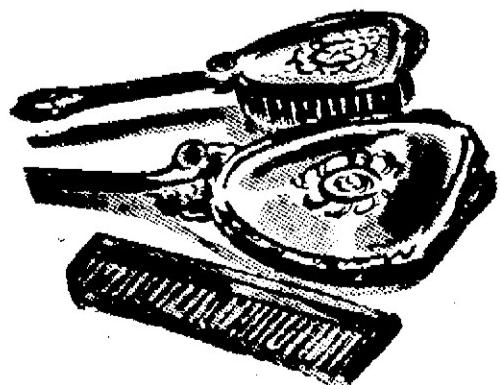
Prints . . . 25c to 1.00
New floral and geometric prints . . . lawns, linens . . . hand rolled hem, scalloped edges.

Dainty Whites 50c to \$1
Hand embroidered linens . . . Swiss embroidered whites on white and colors on white . . . lace and applique trims.

**Dresser Sets
- Gift Boxed**

4.95, 5.95

Brush, mirror and comb boxed sets . . . gold, brocaded and floral backs . . . brushes with genuine nylon bristles . . . mirrors are beveled.



**Mother's Day
Gift Scarfs**

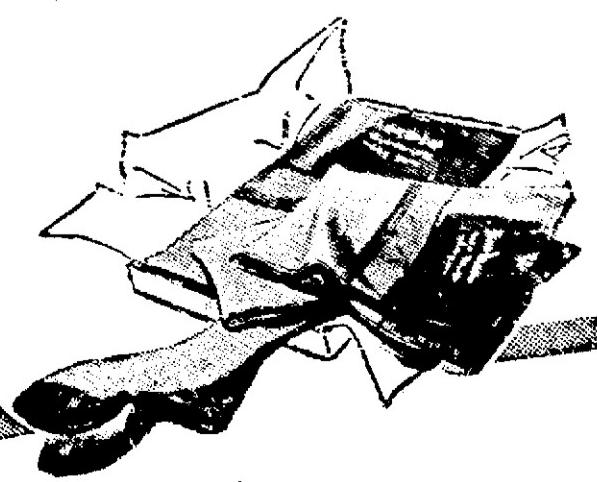
Neck Scarfs . 1.00, 1.98
. . . coat and suit fillers . . . chiffons in pastels, whites, prints . . . plus sheer nylons.

36" Silk Squares 1.98, 2.98
Pure silk crepes and chiffons . . . new elegant prints and fashion smart solid colors.

SINGLE PAIRS	3-PAIRS	2-PAIRS
1.35	2.60	3.80
1.50	2.85	4.20
1.65	3.15	4.60
1.95	3.75	5.45

• Regular and stretch types!

*Gift
Boxed
Free!*



Special Low Prices...

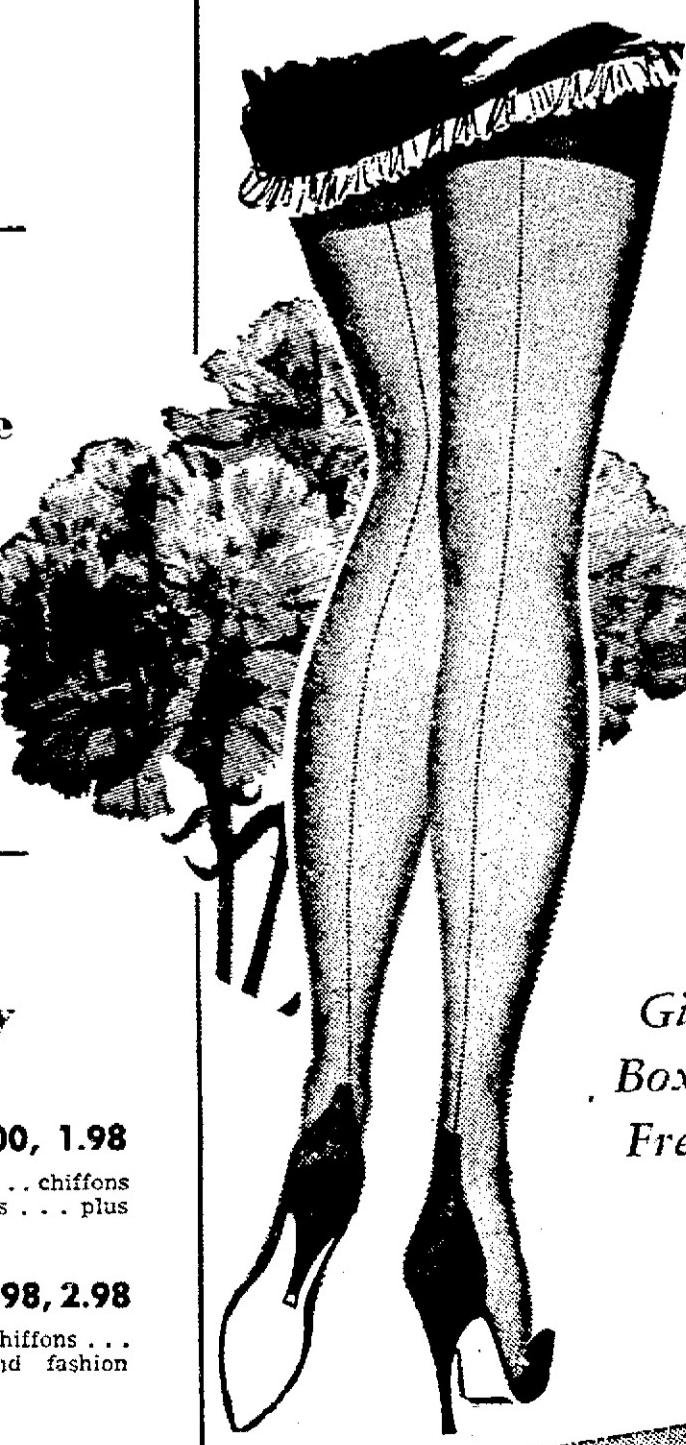
Mother's Day

Gift Nylons

WHEN YOU BUY 2 OR 3 GIFT BOXED PAIRS

Choose from all brands!

• Van Raalte • Berkshire • Hanes



Works Board Wants City To Annex Four Parcels

Industrial Park, School Sites, Doerfler Property Would be Added by Ordinances

Three city-owned parcels and another owned by a private extension plan has held up action to the annexation procedure if the city council approves tonight.

The initial step ordered Tuesday by the board of public works was the four tracts to City Atty. Don L. Jury for drafting of formal annexation ordinances. The legal procedure takes months before becoming final.

Involves are the 39.91-acre industrial development park at the southwest limits the 13.43-acre northwest side proposed elementary school site, the 30-acre southeast side proposed second high school site and the far south side Joseph Doerfler tract of 20.68 acres.

Industrial Park

The industrial park was purchased this year from Roy Winter and Roland Abitz for nearly \$60,000. It is adjacent to S. Perkins street at the Chicago and North Western Railway company tracks.

The northwest side elementary school site was purchased from Christian Van Den Heuvel for \$4,975 in 1956. It is on the west side of N. Elinor street at W. Frances street. A school is unmetabolized for construction about 1960.

The second high school site was purchased last year from Milne and Henry Emmers for \$45,750. It is on the east side of E. John street north of E. Calumet street. The high school is scheduled for construction in the period 1960-63.

Doerfler's property is south of E. Hoover avenue and is bounded on the west by a line extending south just off S. Jackson street. He asked annexation March 19.

Sewer 3 Years Away

The city will be unable to service the Doerfler tract with sewers for at least three years. Director of Public Works Edwin J. Duszynski said. Another main will have to be constructed from the sewage treatment plant to the site, picking up the second high school site, enroute he said.

Annexation of the four parcels leaves the works board with one solid request for annexation and one other which is contingent upon how soon sewer service can be extended.

The solid request is from Mr. and Mrs. Otto A. Hansen, Mr. and Mrs. E. W. Bassett and Mr. and Mrs. Nick J. Schaefer, owners of 38 acres in the town of Buchanan north of E. Newberry street extended. They requested annexation Jan. 8,

World's Only Fully Automatic Cleaner ELECTROLUX
ELECTROLUX CORP.
Factory-Authorized Sales and Service
A. L. PREIMESBERGER
Dial 3-0796

To Place A Want-Ad Dial 3-4411



Mrs. Wisconsin, Evelyn Marbes, Fond du Lac, right, relaxes with other finalists in the Mrs. America contest while waiting for the competitions to begin at Fort Lauderdale, Fla., Friday. Others, from left, are Mrs. Michigan, Barbara Dolan of Greenville, Mrs. Utah, Margaret Waterfall of Ogden; and Mrs. Connecticut, Elaine Bower of Stratford (AP Wirephoto).

Sewage Lift Station, Main to Cost \$127,700

Ultimately Would Serve 2,050 Acres In Northwest Area

The sewage lift station and pressure sewer main that would extend city sewer service to the northwest corner of the city will cost about \$127,700, the board of public works was told Tuesday.

Ralph Barkholz will build a 5-room house, with bath, at 1824 E. Pauline street for about \$10,000.

Other permits went to:

Arthur Jepson who will build a 2-car garage at 1624 N. Gillett street for about \$1,000.

Robert Wiegand, to raze the old porch and build a new one at 1406 N. Viola street for about \$75.

Roy Feistal, to remodel the garage at 729 W. Grant street for about \$250.

Ralph Schneider to remodel the residence at 413 W. Summer street for about \$750.

William J. Ferron, to remodel the residence and garage at 416 W. Prospect avenue for about \$800.

Joseph Ably, to remodel the residence at 549 N. Mason street for about \$100.

Albert Noack, to remodel the residence at 1355 W. Commercial street for about \$625.

James Sabee, to remodel the residence at 1812 W. Commercial street for about \$350.

John Van Laar Honen, to remodel the residence at 1105 S. Douglas street for about \$25.

Walter Schultz, to build a basement at 1611 N. Clark street for about \$1,100.

Richard J. Edge to build a porch at 1001 E. Frances street for about \$400.

Wayne Owen, to remodel the residence at 1425 N. Hall avenue for about \$75.

Henry Fulcer, to remodel the residence at 1008 W. Oklahoma street for about \$300.

Mrs. Harry Langlois, to remodel the garage at 330 W. Sixth street for about \$100.

Test borings should be made

How soon the station would have to serve the 2,050 acres is a guess, they said, but they would estimate the time at 40 years. They projected the 10-year need at an area covering 480 acres.

The station should be 38 by 26 feet and 45 feet in the ground they said. This would be a large enough structure to provide space for standpipes and future expansion.

Mrs. Harry Langlois, to remodel the garage at 330 W. Sixth street for about \$100.

Test borings should be made

Style 516
New var gold
thread runs
down on this
Dan River
lace. One
ge. price
\$12.50
14" to 24"

5.98

Style 5178
This is a
lawn print
in assorted
colors. Co-
ord. with
cotton blous-
ons. \$12.50
14" to 24"

5.98

Style 5171
Lawn print in assorted colors. Gored
skirt, side zipper and permanently
pleated trim. Sizes 14½" to 26½".

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pleated trim. Sizes 14½" to 26½".

5.98

Style 5171
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Low Bid on N. Richmond Recommended

Proxmire Letter On List of Work Projects Filed

The state highway commission will be asked by the city of Appleton to take the low bid for widening and reconstruction work planned on N. Richmond street this year.

The advice, a procedure required by law, will put the city's share of participating costs at about \$58,600, the board of public works said Tuesday.

Other board actions:

- Sen. William Proxmire's letter asking for a list of public works projects planned by the city was placed on file. His letter indicated federal legislation he is planning to co-sponsor would allow communities which have trouble financing right-of-way projects to obtain low-interest loans. Appleton has had no troubles with financing, it was said.

Packard Ravine

A check will be made of the agreement the city has with owners of the W. Packard street ravine north of the Chicago and North Western Railway company tracks. Ald. Al H. Stoegbauer asked placement of top soil over the now nearly-filled ravine. One board member said the land ought to be purchased by the city before any more work is done. The city will buy it eventually and ought not help make it more valuable, he said. It could be used for a parking lot, the pig fair and to promote commercial development along N. Division street, he added.

The claim of Mrs. Clara Steffensen, 1230 E. Calumet street, for a rebate on charges for sewer and water laterals on her property again was denied. It was denied by the previous Curtin Call Acting and Production board, but was referred back to the organization. In more meeting, Mrs. Steffensen's final stages, the show will consist of 15 acts, including \$3.80 a foot for one section of laterals and \$8 a foot for another section. The \$8 amount was placed after the sewer was extended, it was explained. To grant a rebate, some member said, would set a dangerous precedent.

Name Negotiators

Director of Public Works Ed. win J. Duszynski and Ald.

Thomas K. Schneider were named to serve, with the state highway commission, as negotiators for purchase of property for the College-to-Candee high level bridge.

City Clerk Elden Broehm was instructed to prepare specifications from a standard policy for a bid call for liability insurance for the city. He will report back with specifications before bids are called.

The request of Chiropractor Leo Murphy to use the city hall parking lot as a driveway to his back yard, 215 N. Oneida street, was denied for the third time.

Mayor Clarence A. Mitchell reported the state will be asked to pay more rent for space given the employment service and the unemployment compensation

Helps You Overcome FALSE TEETH Looseness and Worry

No longer be annoyed or feel unattractive because of loose, wobbly false teeth. **FALSE TEETH**, an improved alkaline toothpaste, is specially prepared on your dentist's recommendation to feel more comfortable. Avoid embarrassment caused by loose plates. Get **FALSE TEETH** today at any drug counter.

To Place A Want-Ad Dial 3-4411



Ralph Buesing, Seated Center, new Appleton Junior Chamber of Commerce president, talks over plans for Rural Youth day May 17 with Jaycee board members. Seated at his right is Allan Fraser. Joseph Ehenhoe is seated at left. Standing, left to right, are Don Smith, Harold Knaus, Richard Schuchart and William Hout. The new board and president were elected Tuesday night. (Post-Crescent Photo)

Annual Production

Numbers Announced for High School Senior Show

More than 100 seniors at Appleton High school will present their annual senior show for a student assembly at 1 o'clock Thursday afternoon. The original show, called "The Best of '58", is based on a script written by three of the seniors: Caroline Ewald, John Kellogg and Nancy Newbury. Directing the show are Miss Ruth McKennan, dramatic director, and Jack Burroughs, stage director. Senior members

was denied by the previous Curtin Call Acting and Production board, but was referred back to the organization. In more meeting, Mrs. Steffensen's final stages, the show will consist of 15 acts, including \$3.80 a foot for one section of laterals and \$8 a foot for another section. The \$8 amount was placed after the sewer was extended, it was explained. To grant a rebate, some member said, would set a dangerous precedent.

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Oppose Cut in Foreign Aid

Congressmen Say It Would Mean Loss of Cold War

Washington — A majority of the house foreign affairs committee said today that a drastic cutback in U.S. foreign aid "would inevitably mean that we would lose the cold war."

"It is essential to our security that we continue to give assistance to foreign nations," the committee said in a report recommending a \$3,603,000,000 aid program for the coming year.

That's the amount the committee approved last month after trimming \$339 million from the total sought by President Eisenhower.

With an estimated 600,000 American workers in factory and farm jobs dependent on foreign aid purchases, the report said, a heavy aid slash would "disrupt the U.S. economy" and cause further unemployment.

The committee thus sought to bolster the aid bill against attacks when the big measure comes up for expected house consideration next week.

The report was adopted by a 22-5 vote but names of the dissenters were not announced.

Miss Theresa M. DeWitt, 18

22-5 Wisconsin road, today

in municipal court charged her

plea to guilty and paid a \$35 paring a minority report.

for having control of beer

in a car in which minors were riding.

Last week she appeared with three other young people when

Terrel P. Fretend, 17, 608

Mc-By police Monday after Mrs.

Kinley street, Neenah, also ad-

Donald Juse, 609 S. Memorial

mitted the charge, which was drive,

denied by Miss Marilyn F. Jan-

ment window had been broken

and Donald L. Joas, 18, 623 taken.

An 11-year-old admitted

Jackson street, Neenah. The

breaking the window and tak-

latter pair will be tried May 26.

ing the cat. He had the scratch-

The four were arrested with es to prove it. police comment

two 15-year-olds in a car park-ed.

However, the boy said he

getting as many seniors placed fields.

Commercial course stu-

dent also have been tested for

is owned by a rental agency in

proficiency in typing and short-

Ohio and was driven by a Chi-

ago salesman.

Two Men Will Head New Area Of Fund Drive

J. E. Woody and Andre Pertain have been appointed co-chairmen of the newly-created pace-setters division of the 1958 Appleton Community Fund campaign. The appointments were announced by Douglass Mann, general chairman.

Delegates to represent Appleton at the Wisconsin Elks association convention in Appleton May 16 to 18 have been announced by H. P. Dixson, grand

exalted ruler.

State officers and committee-

men who will attend the con-

vention as delegates because of

their position are M. J. Van

Rooy, president-elect; Judge A.

W. Parnell, past state presi-

dency and capacity as well

as a y destiny. Pure spiritual knowl-

edge: Allan Mulder, crippled

and happiness. An errone-

children's commission; Carlous

sense of being manifests it-

Poetter, house committee; and self in the many difficulties

H. P. Dixson, lodge rehabilita-

tion. endless strife and despair."

Other delegates appointed as

Dixson are James Schultz, P.

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J. DeLain, Ray Max, William

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T. Hart Milton Rueckl, Joseph

Iems. Watt contended. But, he

Morality, Harold Finger, Ro-

added, spiritual growth and

cause "spiritual sense is the

innate and divine heritage of

everyone."

Pick Delegates To State Elks Convention

The power of thought is supreme concern to humanity, M. Watt, Washington, D. C., contended Tuesday during a lecture at First Church of Christ, Scientist. He is a member of the denomination's board of lecturers.

"Thought constitutes all the

supreme power and capacity as well

as a y destiny. Pure spiritual knowl-

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Boys Throw Cigarettes Into Junior High Room

Neal Lunenschloss, principal of Roosevelt Junior High school, Monday afternoon told Walter E. Cover, Appleton police that four boys, all students, at another school, threw Brotherhood Insurance com-

lighted cigarette butts into a pany, will address a school for open window on the first floor the firm's agents in Milwaukee of the school. The boys were May 22 and 23.

The fund-raising campaign helps support eight local social agencies, plus year-around activities of the Appleton Community council and administration of the Fund office.

The report was adopted by a 22-5 vote but names of the dissenters were not announced.

Three boys were questioned by police Monday after Mrs. Kinley street, Neenah, also ad-

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Commercial course stu-

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Ohio and was driven by a Chi-

ago salesman.

or \$5 each

Lingerie — Prange's Third Floor

An unusual act will be given by members of the production crew who call their act "Backstage Chaos." These students division on the second floor of city hall.

The board will inspect the house on the industrial park before any steps toward renting it are taken. There have been several inquiries, Broehm said.

Royal Hume, city sealer of weights and measures, again was denied permission to attend a national conference of Mary Ellen Callahan, Jean Colleagues at Washington, D. C., June 9 to 13 at city expense. Officials in jobs of Hume's type will not be permitted to attend national meetings unless they are closer to Appleton, it was Jim Holzer.

Musical Number Building Inspector Walter Bogan was given permission to attend a state conference at Dick Bartman, June Har-Rice Lake on

Wednesday, May 7, 1958

What Do We Mean by 'Delinquency'?

Delinquency — Failure, omission, or violation of duty; fault; misdeed.
Crime — An act or omission forbidden by law and punishable upon conviction.

The widespread use of the term "juvenile delinquency" in recent years has irritated your editor, although until today we never sat back and tried to figure out why. After some reflection we have concluded that it is because the term connotes a patronizing attitude on the part of society toward the youthful individual who commits an unlawful act. "He (she) was too young to know any better," society seems to be saying.

And probably it is this very attitude that has been responsible for much of the difficulty society has been experiencing in meeting the problem of juvenile crime. As the definitions from Webster quoted above show, there is a great deal of difference between a delinquent and a criminal, and if it were possible to delve deep into the subconscious realms of young people's minds we would not be surprised to find that many of them do not feel too badly about being called delinquents, but would be considerably shaken if they were called criminals.

And yet is not a youth who steals a car, commits an assault or rape, leaves a rock through a window or burglarizes a store a criminal? To be sure, society as represented by the courts, the police and the welfare agencies takes a criminal's age into consideration when deciding upon punishment. But that is nothing special—these

same agencies take many things into consideration when handling the cases of adult offenders. The fact that an adult law violator is dealt with leniently because of his previous good record does not, for example, make him any less of a criminal in the eyes of society; we do not call him a "delinquent" or otherwise intimate that his law-breaking act was somehow less of a crime than a similar act committed by someone else.

A 17-year-old boy who drives an automobile at breakneck speed is, in our opinion, just as much a traffic law violator as a 50-year-old man who does the same thing. We do not mean to say that their punishment necessarily must be identical, any more than the respectable businessman who takes one martini too many should be treated the same as the town drunk. What we do mean to say is that the young man has not committed a "failure, omission, or violation of duty," a "fault" or "misdeed." He has, instead, committed "an act . . . forbidden by law and punishable upon his conviction." Let's call a spade a spade, and a crime a crime.

Ours is a nation of laws; our society rests on respect for the law more than on any other single idea. Certainly our children should be made to realize that at the earliest possible age, and we do them no favor when we try to soften the blow by intimating that if they break the law before they reach a certain age they are not really committing crimes, but only acts of "delinquency."

We Live in a Law-Abiding Area

The uniform crime reports for the United States, issued by the Federal Bureau of Investigation, indicate clearly that the Fox River valley is one of the most law-abiding areas in the nation.

It is interesting to know that reports from 1,220 cities in the United States for 1956 and 1957 show a 4.3 per cent increase in total arrests while the arrests of persons under 18 years of age increased 9.8 per cent. It is important also to note that since 1952 the population growth of the group aged 10-17 increased 22 per cent while, in the reporting cities, the arrests of persons under 18 have increased 55 per cent.

But the victims of crime are not so much interested in the age of the criminals as in the likelihood of attack by them. This information is provided by the number of cases of murder and non-negligent manslaughter, the number of robberies and the number of cases of aggravated assault.

For the purposes of these reports Wisconsin is included in the East North-Central group of states along with Illinois, Indiana, Michigan and Ohio. Under the heading of murder and non-negligent manslaughter, both Appleton and Green Bay have clean slates. Oshkosh is charged with one. Appleton and Oshkosh have a clean record of no cases of aggravated assault while Green Bay is charged with one.

Robberies also were rare in the principal Fox River cities. Appleton had 4, Green Bay 3 and Oshkosh 2. Wisconsin had an

average of 5.3 robberies per 50,000 persons, the East North-Central region 41.1 and the nation 18.4.

Thus in the matter of the most serious crimes relating to safety of the person, this section of the state has an excellent record. As for total crimes committed within the categories reported, Green Bay has an exceptional record with a total of only 543. Appleton was charged with 1,169 and Oshkosh with 1,087. These figures are to be compared with an average of 826 for each 50,000 population in the Wisconsin cities reporting, 988 in the region and 1,132 for the nation. It should be noted, however, that the Appleton report included 975 cases of larceny under \$50, while the Oshkosh report included 802 such cases. Many such crimes are trifling and it is possible for good police work to run up the total to the detriment of a city's statistical standing.

Appleton had 104 breaking and entering cases during the year. Green Bay had 112 and Oshkosh 142. These figures are higher than the state average of 95 per 50,000 population, but they were well below the 196.2 average for the region and 237.3 for the nation.

There is no suggestion here that the people of this area are more angelic than those elsewhere. We have a certain number of criminals as has every other section of the country. But here the police seem to have them pretty well in hand and it is an indisputable fact that this valley is a safe place to live and work.

Sen. O'Brien's Project

More in sorrow than in anger we would recall some of the practical facts of political life to State Sen. Leo P. O'Brien of Green Bay.

Sen. O'Brien for reasons not altogether evident has resolved that he will run for the Republican nomination for lieutenant governor in the September primary election. We have no objection to his ambition. It is an admirable quality in men. Thomas Jefferson once held a seat in the Virginia legislature. Abraham Lincoln served with dignity and honor in the legislature of Illinois. Franklin D. Roosevelt, the giant of Twentieth century Democrats, started his career in the New York legislature at Albany. Considering everything, the country is a better one for their resolve to improve themselves.

But it is no disparagement of Sen. O'Brien to hint that his situation is not quite comparable. Whatever qualities he may possess, his record in Madison during three sessions of the legislature has been quite ordinary. We have perceived no call for his services in a more exalted capacity. Indeed we very much doubt that his candidacy is taken very seriously anywhere within the party that has been the majority party of two - six for nearly two decades.

But the most curious fact about this adventure—for that is what we must regard it—is the reason advanced for his ambition by the Brown county state senator.

He says that Lt. Gov. Warren P. Knowles is a fine man. In a characteristically impulsive moment, he allowed that Knowles is the finest man he has ever met in government. Considering that Sen. O'Brien now regards himself as something of a veteran of Madison service and an expert in affairs governmental, this is a testimonial the incumbent must prize.

Why, then, does Sen. O'Brien want to run? Because Knowles is a poor campaigner. Because Knowles once offended O'Brien's tender sensibilities during some minor legislative squabble, the details of which have been forgotten by all except the tender-skinned Brown county representative.

We would suggest to Sen. O'Brien, likable if sometimes incomprehensible politician that he is, that if he simply wants publicity he has a marvelous rostrum as a member of the legislature, which offers at least as much opportunity for service and recognition—to those who are able—as does the office of lieutenant governor.

use to adjust their lives to the way things are. If she prays to God for peace of mind instead of fighting windmills her whole family will be a lot happier and she'll be able to live "by the clock" as the majority of our people wanted. I didn't, but it really isn't bad at all and the wonderful daylight can be enjoyed an extra hour by the working people.

Mrs. Earl Berhow

Appleton



Now You See It — Now You Don't

These Days

Tough Cop With Club Will Curb Young Hoods Faster Than Words

BY GEORGE SOKOLSKY
(Copyright, 1958)

The New York City Youth Board has issued a very fancifully arranged brochure entitled, "Teenage Gangs." After you read it, you are bound to feel great sympathy with the gangs and wonder why those who are murdered by the juvenile gangsters are unwilling to be killed for the good of society.

What is clear from the pamphlet is that no moral criteria enter into the thinking of those who prepare it and who are designated to look after the hoodlums. Let me quote a paragraph:

"... People were and are concerned about any group, whether called a 'gang' or not, when that group indulges in activities which are directed against the whole community or against the principles or values on which that community is based. Such activities are called, quite simply, 'anti-social.'

Normal to Anti-Social

What are the activities which are called "quite simply, 'anti-social'?" They include murder, narcotics pushing, the raping of juveniles, impairing the morals of the young, mayhem, rioting and all sorts of crimes.

These are called "quite simply, 'anti-social.'" And the brochure goes on to give the impression that it is rather normal for teenagers to be anti-social. In fact, after reading this pamphlet issued by the City of New York, I could not help but reach the conclusion that it is normal for a child to be anti-social and that those children who behave themselves and live decent lives are abnormal.

Mr. H. A. Foster has full outfits for those desiring to indulge in the pleasant

So the Youth Board starts with the following premise: "We know, for instance, that for all adolescents—youngsters in their teens—this is a time of normal physical and psychological growth and change. We know that as a part of this normal growing up process, it is important for a teenager to be a member of a group of young people his own age—his peers. Such close group associations are, in fact, one of the most basic and natural needs of the teenager . . . it helps him bridge that gap between childhood and adulthood . . . It offers him many opportunities for positive growth and development."

So the philosophers of the Youth Board do not go to the heart of the issue, which is, that when young people live without morality, they become like beasts. Instead,

they take the easier course of blaming it on the twentieth century, international tensions, the cold war, but not on communism or secularism. The pamphlet says:

"Youngsters belonging to

anti-social gangs not only have the general world insecurity to face but must put up with other problems as well."

When Serra shot Ramos, he was undoubtedly thinking of general world insecurity! Maybe, he had in mind Nascer's visit to Khrushchev and possibly the visit of the American bankers to Nascer! How silly can these so-called workers be!

Sokolsky Wonders

As I read this pamphlet paid for by the taxpayer who is afraid, in New York, to walk through the city parks lest hoodlums pounce upon him and steal his overcoat, or, as actually happened to a young lady, get stabbed without a word being spoken just because the stabber likes to stab. I wonder what kind of a world the social worker lives in. For instance, mark the following paragraph:

"Police action against gang violence has often been absolutely necessary for the protection of the community. But because the police's function has been primarily to protect the community, not to rehabilitate the gang, this approach was in the long run unproductive in modifying gang activity or in eliminating the problem."

So a social worker takes a gangster, Serra, out for a ride, feeds him hot dogs and soda pop, takes him to a candy store where Serra takes out a loaded gun and shoots a boy called Ramos and the social worker says that whereas he was in this tiny candy store, he did not actually see the shooting. In a word, the Youth Board accepts the gangster's code that it will not squeal to the police, even when murder is committed.

It would seem that an old-fashioned cop, with a strong leaden night-stick and a tough attitude toward life, would do these hardened children more good than all the slapping-on-the-wrist they get from the soft-spoken, kindly intentioned, soda-pop drinking social workers who belong to the Youth Board.

Looking Backward

Appleton Youth Take to Archery

79 YEARS AGO

Quoted from the Appleton Crescent for the week of May 10, 1879.

The archery mania is in flood tide in Appleton and croquet has to take the wail. Clubs are being formed and considerable skill shown by the fair archers. Some of the gentlemen had better be careful or some of the arrows may reach other targets than those apparently aimed at.

Mr. H. A. Foster has full outfits for those desiring to indulge in the pleasant

amusement. He has already supplied a large number of parties with bows and arrows.

25 YEARS AGO

Wednesday, May 3, 1933

Joseph Gilman, Appleton, was elected president of the Newman club, Catholic student organization at Lawrence college. Miss Mary Stup, Appleton, was elected treasurer.

The widening of S. Appleton street from Lawrence street to College avenue, to be done under the supervision of the board of public works, was recommended at the meeting of the board at city hall.

A queer assortment of ordinances confronted the ordinance committee at its meeting. One specified that dressed poultry delivered in Appleton be "feathered, and drawn and the entrails, crop and craw taken therefrom"; another sought protection from motorists for all blind men carrying white canes with red tops; and a third called for regulation of barber shops to protect the public from unsanitary conditions.

Miss Maye Holmberg, Edison school, was elected president of Appleton Education association. She succeeded Carl Bertram of the vocational school.

Miss Eleanor Voecks, Appleton, was to be one of two new soloists to appear on the program of the Polyphonia club of Green Bay in its tenth concert.

10 YEARS AGO

Wednesday, May 5, 1948

A demonstration of portrait lighting was to be given by E. A. Boettcher and Milton

Under the Capitol Dome

Education Committee

Proving Valuable

BY JOHN WYNGAARD

Madison—George Watson, the state superintendent of public instruction, recently observed that the problem of preparing for additional floods of applicants for higher education is common to the whole country, but that Wisconsin is in a better position than most because it knows more about the nature of the problem and its dimensions than any other.

One of the chief reasons, he went on to explain, is the existence here of the Coordinating Committee for Higher Education, an achievement that as time goes on may well be the most significant of the acts of the Kohler regime in state affairs, although it was one of the most difficult, most desperate fought and least understood enactments of that period in state administration.

The Coordinating Committee has a dull sound, it may be supposed, to the man on the street. Yet it is performing in the interests of every person in Wisconsin, taxpayer and student, educator and parent—all.

Develops Respect

It is quietly fitting the existing educational machinery of the state to the challenging task of accommodating more students than ever clamoring for admission to colleges and the university.

Drawing its membership

primarily to protect the community, not to rehabilitate the gang, this approach was in the long run unproductive in modifying gang activity or in eliminating the problem."

So a social worker takes a gangster, Serra, out for a ride, feeds him hot dogs and soda pop, takes him to a candy store where Serra takes out a loaded gun and shoots a boy called Ramos and the social worker says that whereas he was in this tiny candy store, he did not actually see the shooting. In a word, the Youth Board accepts the gangster's code that it will not squeal to the police, even when murder is committed.

The answer is in several parts. There was some bureaucratic self-interest involved, or supposed self-interest. Educators respond no more nobly than any other public men when they fancy their own personal positions are endangered.

There also was an artificial resistance from what might be called the alumni section. There is a group of persons that confounds loyalty to a group of office-holders with loyalty to school. As Charles Gelatt of the University of Wisconsin regents recently remarked, loyalty to alma mater, real or adopted, is good—in any case inevitable. But such loyalty is too often useless. It actually can be harmful when it is substituted for loyalty to education beyond institutional limits, loyalty to a way of life, and to human progress.

Cabinet Designer Wants Idea, Ends Up With Good Job

Clifton, N. J.—One day 11 years ago, retired master woodworker Paolo F. Puelo visited the Du Mont laboratories to get ideas for building a television cabinet.

He's been designing cabinets for Du Mont ever since.

Clarence Weidon and Walter Tilly were elected directors of the Appleton Junior Chamber of Commerce.

Rueckl at the meeting of the Appleton Camera club at the Appleton Woman's club.

George Limpert was elected general chairman of Appleton's Memorial day celebration that was to be held Monday morning, May 31, at a committee session. Other chairmen were Joseph Kerrigan and August Arens, parade marshals: Harold P. Briese, program chairman; K. A. Kriek, secretary; Mrs. Clara Miller, flower committee chairman; Louis Nichein, seating arrangements, and Walter Winske, transportation.

The new major league box scores can be traced to the Los Angeles Dodgers. The column "r.b.i." means "runs bunted in."

Secretary Dulles flies to Europe while Secretary Benson prepares to go to Russia. Advance scouts, reconnoitering a place for Republicans to hide after November.

Economists claim the recession is "bottoming out." This is what happens to a guy after six months of trying to hang on by the seat of his pants.

For teen-agers only: Cool—A kid who can get lost without asking directions.

The Russians are so used to saying "no" at the United Nations that when a Soviet diplomat drops off to sleep, instead of nodding, he shakes his head.



"... And now Adele Fighy, who was entertained by nobility in their ancestral castles while abroad, will tell us the details . . . including the admission price! . . ."

People's Forum

Voted Against DST, but Thinks It's OK

Editor, Post-Crescent.

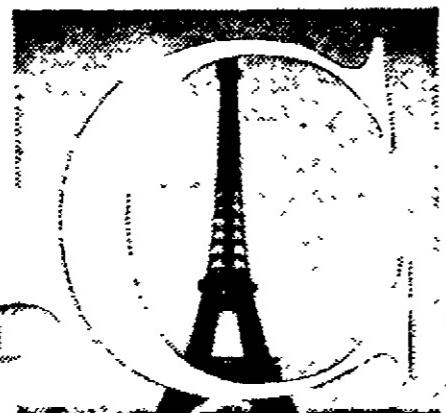
For the first time in 42 years of life I feel I must write a letter in response to any written article. But the mother of a poor sleepless 8-year-old should have a mental health doctor recommended to her. If she puts him to bed at a decent hour by her clock, he will be in good shape to get up by her clock.

It's all in the head. It seems people re-

PENNEY'S
ALWAYS FIRST QUALITY!

MONDAY AND FRIDAY, 9:30 to 9:00
TUESDAY, WEDNESDAY, THURSDAY AND SATURDAY 9:00 to 5:00
NO MAIL OR PHONE ORDERS!

Penney's proves we have mother's interest at heart!



hemises
take their
shapes
from Paris
to make you
look like
a million!

8⁹⁵
to
12⁹⁵

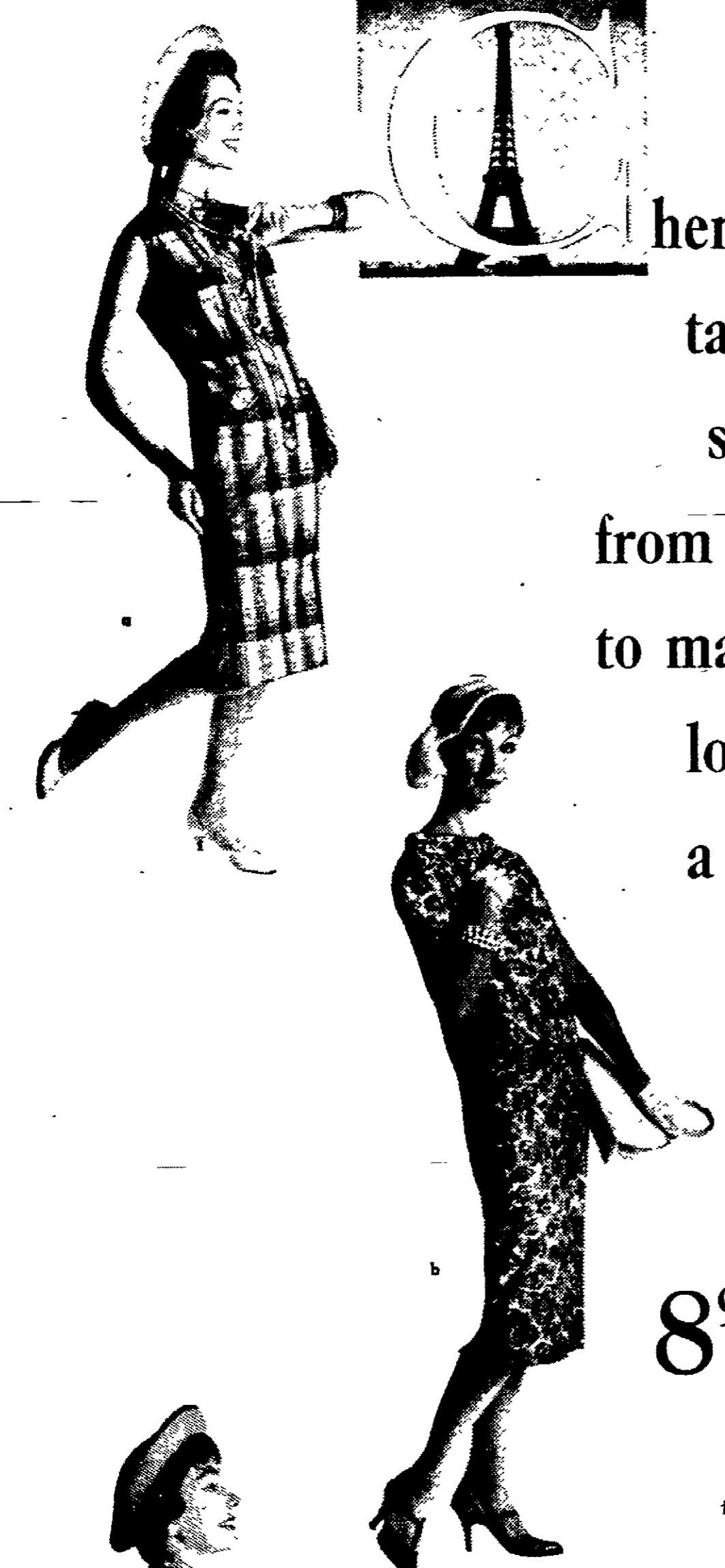
The most exciting fashion word from Paris in many a Summer is Chemise! It takes many graceful shapes, smart fabrics and details to make you look like a million. Summer fashion bonus: the incredible comfort of these dresses in warm weather! See flattering chemises that drop from the shoulder, breakfront chemises, bloused chemises and many more. You'll love the savings Penney's fashion experts bring you during Summer Dress Carnival.

- a) nubby textured linen.
Sizes 10 to 18. \$12.95
- b) printed cotton sateen.
Sizes 10 to 16. \$8.95
- c) cotton and cupioni.
Sizes 7 to 15. \$10.95

Dress Shop — 2nd Floor

PENNEY'S SUMMER DRESS CARNIVAL

SHOP PENNEY'S . . . you'll live better, you'll save!



FASHION SAYS— WEAR WHITE!

It's the color of the season! Wear it with everything, everywhere. Cloche styles, wide brims, sailor hats — everything!

2⁹⁸

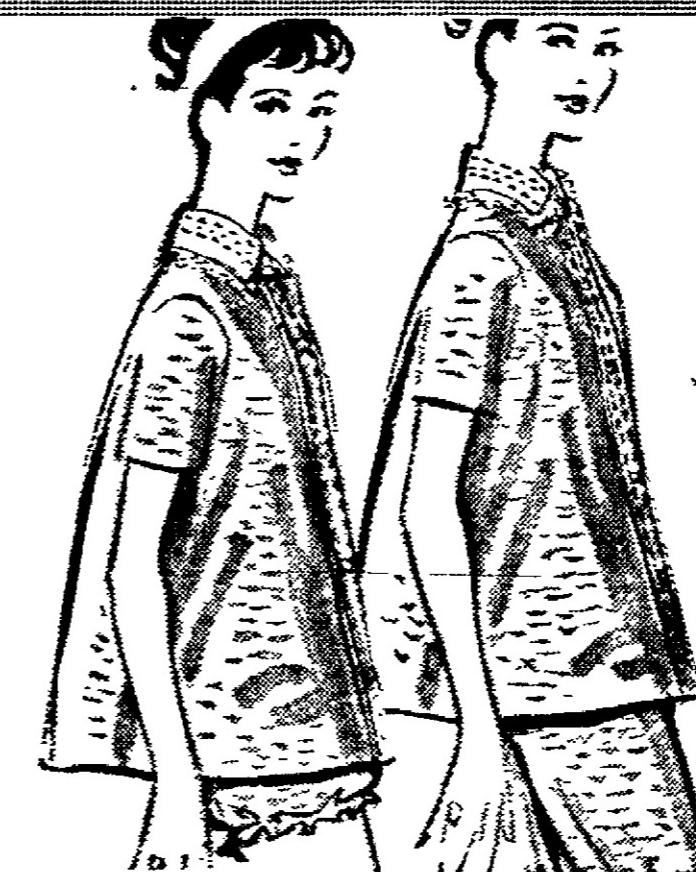
Millinery — 2nd Floor

miracle three-point lift! "FLOATING ACTION" BRA

Penney's pre-shaped bra with floating action. The perfect answer to your figure problems. Sizes 32 to 40. A and B.

1⁵⁰

Women's Side — Main Floor



NO-IRON PAJAMAS WITH TWO PAIRS OF PANTS! CONVERTIBLE

Short or long? The choice is up to you. These Penney's p.j.'s have long and short pants. Comes in white with pastel trim! Sizes 32 to 38.

2⁹⁸

Women's Side — Main Floor

Sizes 26 to 38, 27 to 35? Take CHIC S-L-I-M DOWNER

Odd sizes, even sizes here's a new slim down method. Three strategic fabrics that concentrate on paring you down whileplying you with comfort!

4⁹⁸

Women's Side — Main Floor



Cotton Dusters for Mother's Day

4⁹⁸

Sizes 10-18

Little care cotton by "Dan River". Beautiful pastel shades in cool styles. Comfort cut too. Sure to please any "Mom" on her day!

Other Styles . . . 3.98

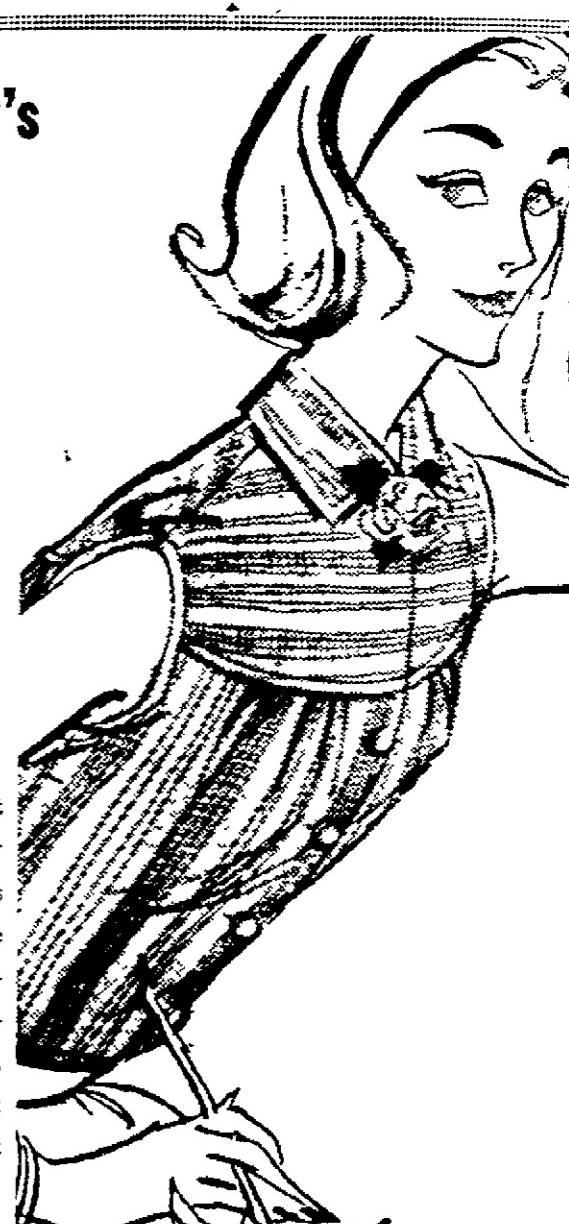
Rohes — 2nd Floor

Penney's rose blouse blooms anew

1⁹⁸

Sizes 32 to 38

You loved it in white! Now see Penney's famous rose blouse in lilac, mint, yellow, apricot, blue, pink too! Every bit as wonderful!



Ladies' Side — Main Floor

© 1958 Penney's

Million Flee Cities In Mythical Attack

CONTINUED FROM PAGE 1

at Battle Creek, Mich., nevertheless hailed the annual exercise as an apparent success. "The attack was heavier than ever before, but local and state planning and participation was better than ever too," a spokesman said.

The alert in Wisconsin primarily was one of testing signals and administrative capabilities for dealing with an attack.

Milwaukee Loss

Largest casualty loss, as expected, was in Milwaukee, where 28,577 dead and 100,238 injured. The toll will rise as more reports filter into Stevens Point of St. Paul and Minneapolis via radio, teletype and telephone throughout the second day of the exercise.

Superior managed to get 85 per cent of its people evacuated and a 1-megaton bomb missed the city by 12 miles. In other cities in the state, evacuation was limited to hospital and institutional patients since only a strategic alert had been ordered up to about two hours before the attack.

The fifth national civil defense alert also is becoming one of the most difficult for Wisconsin. Federal CD authorities have given state workers a combination of problems which make evacuation and securing for refugees an immense problem.

Planning Goes On

Although it is all theoretical, because of the radioactive fall-back of state offices and their heads of state offices and their staffs will work most of today estimating food, shelter and cover from the fallout and routes for evacuees, maintaining fire and police protection put because of bacteriological and beginning possible recon-

struction. The state's target cities were eliminated, with the exception of Superior. Included in the 41 are personnel and construction machinery was lost, although private contractors lost about 40 per cent because of large jobs in the Milwaukee area, it was estimated.

Infection, Too

Wisconsin is the only state in the nation where a bacterial infection was given to workers. A dose of anthrax was handed Fond du Lac county. It spread rapidly, affecting Manitowoc, Sheboygan, Fond du Lac and Beaver Dam.

Unfortunately, this further complicated the evacuation problem by putting those areas in a quarantine. Anthrax is a stable infection, and will remain in the area for an estimated 30 or 40 years, medical men commented.

Messages Poured in

Messages poured in Tuesday from the state and from defense headquarters in Battle Creek to the operation coordinator. Norman Blume, who ran the operations room, nerve center of the exercise. Blume, defense coordinator for Wisconsin Bell Telephone company, commented that this year's exercise was the smoothest yet.

"Each year we find some new holes and we plug them up. We get a little better each time," he commented.

Preliminary damage and casualty estimates weren't available yet on a nationwide basis. However, civil defense officials reported mock bombs having the explosive power of as much as 10-million tons of TNT exploded in or near 270 cities and military installations.

The first attack warning came at 10:03 in the morning.

Mom's THE WORD ON MAY 11th

Cameo Stockings

Mothers feel so gifted...with such a pretty Mother's Day present! Our Cameo stockings are sleek-fitting, long-wearing, and in delightfully flattering tints. Full-fashioned or seamless...and no size problem either, if you select stretch: Size B fits 'most any Mom.'

\$1.35 pair

Satisfaction or Money Back

CAMPBELL Stores

Neenah Appleton Waupaca
Kaukauna Shawano Hartford
New London Ripon Rhinelander Beaver Dam



Supreme Court Affirms Green Bay Picket Injunction

Madison — The supreme court Tuesday affirmed a circuit court injunction prohibiting unlawful picketing that halted the Door county courthouse construction.

The injunction was sought by the county, Theodore Ouden-hoven, Kaukauna general contractor, and Arnold G. Zahn, plumbing contractor.

Local 298 of the Plumbers and Steamfitters union of Green Bay and the Building

and Trades council of Green Bay based their appeal on NLRA pre-emption of state jurisdiction where interstate commerce was concerned. They said some 50 per cent of the material on the job came through interstate commerce.

Justice George Currie, concurring with Circuit Judge Ar-dissented, agreeing with the old F. Murphy, said the state union's brief.

has the right to prevent interference with governmental function which the picketing had accomplished. He said the county could not engage in interstate commerce.

Justice Thomas E. Fairchild said the state union's brief.

Appleton Post-Crescent A 10 Wednesday, May 7, 1958

Join the millions of folks who have made Pabst Blue Ribbon, the beer with the 100 million barrel reputation. Next time the choice is yours, make it Pabst Blue Ribbon and experience for yourself the quality that makes it the finest beer served ... anywhere.

BAER'S BEVERAGE INC.
1013 S. Douglas St. RE 3-4546

TRADE SHOWS REC'D. U.S. PAT. OFF. PABST BREWING COMPANY
MILWAUKEE, PENNSYLVANIA, LOS ANGELES

QUALITY did it!

OVER
100 MILLION BARRELS
SINCE 1844

Pabst Blue Ribbon

During the Afternoon Briefing session at Wisconsin's alternate state capital in Stevens Point, Appleton civil defense workers got the state-wide picture and gave their own reports. Shown as Norman Blume, right, director for the exercise, explained bomb damage, left to right, Charles Muggenthaler, chief of administration, Joseph Kerrigan, deputy director, and Robert Beltrone, Appleton director.

evacuation continues, state and the first wave of imaginary tanks crumbled in the blast of officials find food resources slim. Bombers roared over the northern border shortly after noon.

The Ft. Peck dam in Montana lurked off the Pa-got through.

cific coast theoretically put the Panama canal out of commission with a pair of intermediate-range missiles that wiped out two locks.

Mythical attacking aircraft also swept in over the Atlantic and Pacific oceans and hit points stretching from Augusta, Maine, to Honolulu, Hawaii and Fairbanks, Alaska.

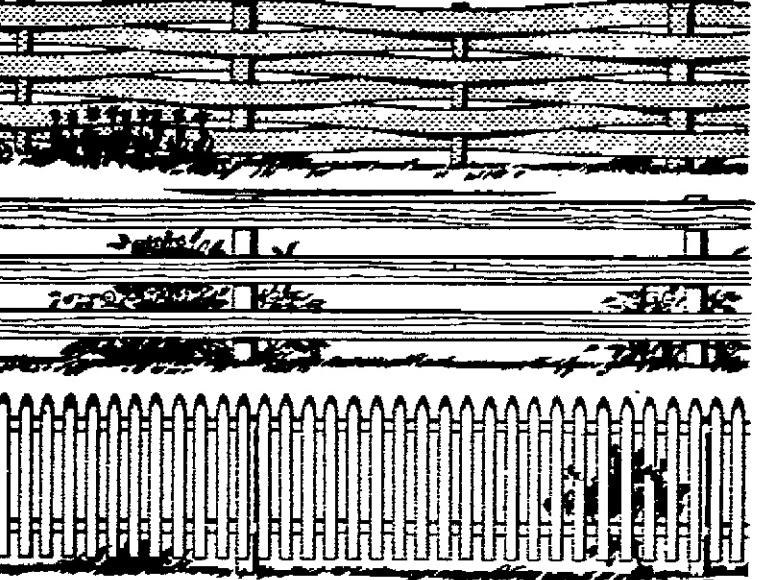
Air defense forces knocked out 80 imaginary enemy aircraft.

Fifteen minutes earlier, a craft, but more than 400 other

Now's the Time

Yes, Now's The Time To Make Those Long Delayed Home Repairs! Whether You Plan on Building a Fence - Adding a Room - Building a Garage or Painting the House You Will Find All Necessary Materials at Any Lieber Yard. You Don't Have to Have Cash Either! Buy Everything You Need on Any One of Four Lieber Easy Payment Plans! Stop In Soon and Talk It Over With One of Our Representatives . . . Free Estimates!

Build Your Own FENCE!



Make Lieber's your headquarters for FENCE OF ALL TYPES . . . Picket, Ranch or Louver, you'll find them all at any Lieber Yard. Look over our Fence Plan Books and choose the fence which will enhance the beauty of your home.

All Materials to Build a Beautiful Fence

45c lin ft. & up

SEE THE HUGE FENCE DISPLAY AT OUR NEENAH YARD!



You Can Rely On A . . . LIEBER Recommended Contractor

Because of our high quality, economical prices and reliable service, The Lieber Lumber Co. serves more contractors than any other building material supplier in the Fox Cities. Constant daily contact with carpenters and other building trade workmen, give Lieber's Men first hand knowledge of the capabilities of individual contractors. That's why your Lieber Lumber Yard is always ready to recommend contractors who are not only expert in the work done but honest and reliable.

Clear REDWOOD

Buy it by the piece! Get just the widths and lengths you want, measure your room or outside walls and call us for a quick estimate. All clear stock — V Joint and D & M for a tight fitting job.

1x6-6' \$1.05

1x8-6' 1.41

1x10-6' ... 1.74

KNOTTY PINE PANELLING

Soft textured, selected for small, sound knots, in patterns No. 4 & 6. Use Knotty Pine the economical way to beautiful walls.

1x6-6' 55c

1x8-6' 74c

1x10-6' 93c



25/32" x 2 1/4" No. 1 and better red oak flooring, beautiful grain. 1 1/2' lengths.

15 1/2c sq. ft.

SPLASH BLOCKS 69c

2x4's Standard 72c Grade White Fir 8' Lengths

2x10 Utility Grade Douglas Fir 12' Lengths \$1.96 ea.

BASEMENT WINDOW UNIT

Large preassembled unit that can be used in the home, garage or attic. Consists of frame, weatherstripping and all hardware . . . Self-storing aluminum screen insert, glazed sash. Complete, nothing more to buy!

\$7.75 Complete Unit

STEP LADDERS

4 foot size \$3.95

We have a complete stock of Extension Ladders 20' to 40' . . . Buy a quality ladder . . . Only a fool would trust a cheap one!

MARINE Plywood

We have a small stock at our Neenah Yard Only . . . Up to 16' Lengths.

1/4" 25c ft.

3/8" 30c ft.

1/2" 36c ft.

YOUR HOME DESERVES THE FINEST!



Exterior DOORS

Excellent quality doors made from clear kiln-dried pine to give you years of service . . . 1 1/8" thickness.

2/6x 6/8 17 75

2/6x 6/8 32 00 and up

Entrance DOORS

Beautiful birch doors glazed with various designs. 1 1/4" flush style.

Per Month

Douglas Fir 12' Lengths \$1.96 ea.

Often Imitated . . . Never Duplicated

LIEBER QUALITY GARAGES

At Lieber's you get more for your money when buying garage materials, plus step by step instructions to make construction easy for you. Top grade Siding - Two large Windows - Easy to operate and install 5 section Overhead Door. Stop in at any Lieber Yard and talk it over.

11 74 Per Month Big 12 x 20 Ft. Size

LIEBER LUMBER CO.

APPLETON

NEENAH

APPLETON

KAUKAUNA

SHERWOOD

W. College Ave. — RE 4-2603

133 N. Lake St. — Ph. 2-2831

319 W. Franklin — Ph. RE 4-2603

309 Elm St. — Ph. RO 6-1818

Ph. 20

Ike Asks Party to Work For November Victory

CONTINUED FROM PAGE 1
noisy, gay, singing crowd objectives of the defensive program than when he put on the president more than a pressure for trade and aid. score of times, even if it didn't rock the roof when he made some of his points.

Members of the cabinet, ident said that just as a military service no longer can win major battles by itself, no nation, not even this one, can isolate itself from friends and be secure.

"Therein," he said, "is the whole case for mutual security."

Free World Unity

Through mutual security and military alliances with 42 nations, Eisenhower said, America has "forged a free world shield against communism force." As a result, he said, the Russians have turned more and more from military to economic assaults on free world positions.

The trained communist agent, he said, is always at work in areas of Africa and Asia where 20 cents a day is the average income.

"I propose," the president said, "that we not strengthen his hand by holding back ours." Bidding for congressional compliance with his request for a 5-year extension of the reciprocal trade agreements as usual attitudes and self-serving practices of an era that is no more.

Describing his program as reciprocity, or we will have re-defense modernization, the former general said the choice is certain.

Certainly, he said, manufacturing industries must be protected from crippling imports.

"We must stand on the side of unity, efficiency, and flexibility in our defense system, provide protection through rigidity in the interest of America's quotas or excessive tariffs safety and solvency. And I believe they had better give serious

thought to this issue most thought to the fact that the Americans, regardless of party,

United States exports three times as much manufactured

Eisenhower got far more ap-

goods as it imports.

deserve to stand with me four square."

times as much manufactured

Eisenhower got far more ap-

goods as it imports.

Defense Program

The pivotal fact of our time, he said, is that the science of destruction has become transformed in just over a decade.

Man's ability to destroy and kill has been increased vastly by nuclear age weapons, he

said, so that "we simply cannot indulge in business-as-usual

attitudes and self-serving

practices of an era that is no

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"We must stand on the side

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But he told those who would

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"We must stand on the side

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City Council Accepts Bids On Walks, Curbs

Alley Improvement Projects Urged for Southside Kaukauna

Kaukauna — Bids were let for walks and curbs and gutter work in Kaukauna this summer Tuesday night.

Ron Miller Masonry was awarded the bid for walk installation with a low bid of 30 cents per square foot for 4-inch walk and 38 cents per square foot for 6-inch walk. Low bidder for the curb and gutter installation was the J. N. Dahl Construction company with a bid of \$1.39 per side linear foot.

The council also authorized advertising for bids on water main installation for 1958. A public hearing was called on the proposed installation on Ciaribelle street. Plank road and Augustine street to a point where sanitary sewer lift station is located on Augustine street. The assessment rate is set at \$2 per side linear foot.

Alley Projects

Alley projects approved by the council include grading of the alley between Seventh and Eighth street from Sullivan to Kenneth avenue; extend storm sewer in the alley between Seventh and Eighth street from Hendricks to Sullivan avenue; cut alley back to its original grade between Hendricks and Sullivan from Klein to Park streets and grade alleys to relieve surface water conditions from E. Seventh to Ninth streets from Main to Crooks and on E. Ninth and Tenth streets from Crooks to Quinney avenue.

Aldermen voted to appoint the assistant city building inspector to building, plumbing and heating inspector for 60 days in the absence of a city engineer. The present city engineer announced his resignation effective May 15.

The recreation department was authorized to build an outdoor basketball court near the softball diamond, repair and roll the library grounds, investigate the possibility of repairing the tennis courts, paint the outside of the swimming pool and study the cost of painting the grandstand at the baseball field.

Other Business
The police department was authorized to hire one man during the summer to serve as replacement while policemen are on vacation. A request by the police for a camera for police use was referred to the purchasing committee.

The mayor, chairman of the finance committee and other interested aldermen were authorized to attend the governor's conference on industrial development at Green Lake on May 14 and 15. The fire inspector and building inspector were authorized to attend a school at Rice Lake on May 22 and 23.

The veterans of Foreign Wars were given \$200 to help Beta Sigma Phi sorority. She has also been an active member of Catholic Woman's clubs at Stevens Point and Eau Claire.

The chief of police was authorized to close one of the roads leading into Riverside park as the road is seldom used and is a menace to children playing in the park.

The Community Gospel center was given permission to erect a tent at Main avenue state Catholic War Veterans and Tenth street during the summer months for evangelistic services.

Bartender's licenses were issued to Dale Kligas and Eugene Van Duzen and the Kaukauna Athletic club was given a permit to sell beer at home at commencement will be baseball games during the John Rogers and Thomas Waltham.



Playoff Winners of the Title in the Kimberly Village bowling league was the Wydeven and Son Insurance team, left to right, Tony Van Hout, Marvin Jansen, Paul Wydeven, Frank Van Cuyk, Carl Lemmers and George Subert. (Post-Crescent Photo)

Council Authorizes \$500,000 School Job

Work to Start On Two Projects Early This Year

Kaukauna — The council Tuesday night authorized the board of education to accept low bids on addition and remodeling work to Park and Nicolet schools and to begin construction work immediately.

The school board's request for \$500,000 for school improvements was referred to the finance committee and the city attorney to set up a bond issue to finance the proposed im-

W. T. Sullivan Seeks 3rd Term

Kaukauna Resident To Try for Reelection In 2nd District

Kaukauna — Assemblyman William T. Sullivan, Kaukauna, today announced his candidacy for a third term as legislator from the Second district.

School Projects
Additions planned to both schools are all-purpose rooms which will serve as combination auditoriums, gymnasiums, lunch rooms, assembly halls and general meeting rooms. The additions will be used for grade physical education programs and future hot lunch pro-

grams and future hot lunch pro-

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Gov. Vernon Thomson Flew Into the Outagamie county airport this morning to attend the kick-off breakfast at the Appleton Elks club launching the 10-day sales event "Best Appliance Values—Better Buy Now." He was greeted at the airport by Undersheriff Robert Heinritz and escorted to the Elks club, where he addressed 290 representatives of business, government and industry. (Post-Crescent Photo)



Featured Speaker at the Kick-Off breakfast meeting at the Elks club this morning was Gov. Vernon Thomson, who said unlimited business opportunity is available in Wisconsin. About 290 persons heard the governor's speech. (Post-Crescent Photo)

Governor Helps Launch Appliance Sales Drive

CONTINUED FROM PAGE 1

manufacturing and stimulate continued prosperity on the fact consumer confidence, then, by

that the state's income from our very actions, we'll be cre-

ated to be consistent with es-

timates made by the director of

Employment Picture

The governor said, however,

that he had checked state un-

employment figures early this

week. The picture is encourag-

ing in every respect and in some cases they have been exceed-

Promotion Will Spread

"These estimates," Thomson said, "have been substantiated by

employment figures early this

week. The picture is encourag-

ing in every respect and in some

cases they have been exceed-

ingly good," he said.

Gov. Thomson said he expects

the "Better Buy Now" pro-

motion to spread to other states

communities and eventually to

other areas of the nation. "In

fact," he said, "I've already

been asked by certain leaders

how you people started the pro-

gram in the first place. It's a

certain sign that others will

pick up and carry forward what

you people have started here."

Thomson told newsmen he is

convinced the "Better Buy

Now" promotion is designed to

help those people who are cur-

rently unemployed. "If we can

sell our shelves clear of inven-

tory, create a need for new

GET MAXIMUM
MANUFACTURING SPACE
AT MINIMUM COST



STRAN-STEEL BUILDINGS OFFER
• Clear-span interiors
• Fast erection
• Low maintenance

Please inquire where you
want it—no country to get in the
way. Five steel sizes—40x60,
40x70 and 80 feet. A steel
box frame buildings are pre-
engineered for fast, low cost
erection and easy maintenance.

Stran-Steel BUILDINGS

STEEL BUILDING
Sales, Inc.

227 So Monroe
Green Bay, Wis.

Al Torberg Sales Mgr.
Tel. Homelock 2-0643

Appleton Representitive —

Phone Spruce 9-6621

for Information

Uses for Little BO-PEEP...

ONE
OF A
SERIES



The easy way to clean
painted walls & woodwork

Nothing compares with Little Bo-Peep's famous
make-it-yourself solution for cleaning painted walls
and woodwork. Leaves no streaks and does not dull
paint. Glossy finishes stay glossy.

Mix 1 cup Little Bo-Peep, ½ cup vinegar,
½ cup baking soda, 1 gallon of water.

No need for hard rubbing. Apply
gently to painted walls and woodwork with sponge or rough cloth. Rinse as
necessary.

FOLLOW
THESE
SIMPLE
DIRECTIONS

Little Bo-Peep

AMMONIA CLEANSING COMPOUND

It Cleans... It Suds... It's Wonderful

Mother is Tops with Piggly Wiggly

And Mom Loves All the Extras She Gets At Piggly Wiggly

★ Extra Freshness

★ Extra Quality

★ Extra Service

★ Extra Low Prices

★ Extra Savings With
Savo-Stamps



OPEN EVENINGS
1331 E. Wisconsin Ave.
FREE PARKING

2nd Big Week — JUBILEE SALE — Our Annual
Saving Event — Coast to Coast
Featuring FOOD CLUB NATIONALLY KNOWN
THE FINEST GROWN!

CAKE MIX 39¢
Food Club, Premium Quality
ANGEL FOOD, 17 oz. Pkg.

Cherries 2 for 39¢
Food Club, Fancy Pitted, for Pies, Tortes
1 LB. CANS

Food Club Homogenized French Dressing	2 8 oz. btl	39c
Food Club Creamy Peanut Butter	12 oz. jar	35c
Food Club Cucumber Chips	pint jar	25c
Food Club Plain Queen Olives	No. 12 jar	39c
Food Club Fancy Stewed Tomatoes	2 16 oz. cans	39c
Food Club Whole Peeled Tomatoes	2 16 oz. cans	37c
Food Club Cut Wax or Cut Green Beans	2 16 oz. cans	35c
Food Club New York Fancy Apple Sauce	2 16 oz. cans	33c

Top Quality
FROZEN FOODS
Always in Season
Top Frost Fancy
Strawberries
2 10 oz. Pkgs. 45¢
Top Frost, Fancy Tender
Brussels Sprouts 10 oz. pkgs. 25¢
Top Frost, Apple, Cherry or Peach
Fruit Pies Bdg. 24 oz. Family Size 49¢



FREE FREE
For Mothers Only
Special Favors for
Mother on Her Day
from
PIGGY WIGGLY

U. S. Choice
STEAK SALE
Fancy, Tender, With Many Uses
ROUND lb. 69¢
Always A Favorite
SIRLOIN lb. 79¢
U. S. Choice
T-BONE for 89¢
A Real Treat, Fancy
PORTER-HOUSE lb. 99¢
Our Famous Frylicious
Steaks 3 oz. 99¢

Dew Fresh
VEGETABLES
Florida — Fancy Long Slicing
CUKES 2 for 15¢
Famous Florida Vine Ripened
Tomatoes lb. 39¢
Fresh Crisp
LETTUCE Large Heads 19¢
Fancy Idaho Baking
Potatoes 10 lbs. 79¢

EVERYTHING YOU
BUY AT
PIGGY WIGGLY
IS GUARANTEED
100%!

Speakers Show Confidence in Sales Program

Wednesday, May 7, 1958 Appleton Post-Crescent A 15

Breakfast Marks Beginning of 10-Day Appliance Campaign

Confidence in the Fox Cities' ability to support a promotion which will gain nationwide attention was expressed by speakers at the kick-off breakfast this morning announcing "Best Appliance Values—Better Buy Now."

Voiceing the confidence displayed by Gov. Vernon Thompson, John McLean, local coordinator for the 10-day sales event, said the breakfast marked the beginning of the most intensive sales campaign in the history of the Fox Cities.

Work Together

Mayor Clarence Mitchell said it is a good sign when competitors can get together as they have here today and work toward the common good of everyone. "It is also a good sign," Mitchell said, "when communities in a given area join hands to go forward in a campaign of this type."

John R. Riedl, general manager of the Post-Crescent, told the meeting "We've got the



Newsboy Donald Brock Distributes copies of the Post-Crescent's special appliance edition at this morning's kick-off breakfast at the Elks club. The breakfast, attended by 290 government, business and industry representatives, launched "Best Appliance Values—Better Buy Now"—a 10-appliance sales event, the most intensive of its kind ever attempted in the country. (Post-Crescent Photo)

kind of community and the kind of people to make this endeavor a success." It will be a success, he said, "because people of the Fox Cities have learned to work together. It is a wonderful thing when competitors can work together as they are doing now."

Harold Adams, president of the First National bank, said financial institutions of the Fox Cities will make a special effort to provide the means for those needing it to make purchases they need. He said the area has a good delinquency record insofar as repayment of existing loans is concerned. He said this holds true even to those persons who are unemployed. In most cases, he declared, "if the man of the house finds himself out of work, the wife will seek employment to help out."

Civic Pride
Harold Austin, Milwaukee coordinator of distributors and manufacturers taking part in the promotion, said civic and basic strength of the country is glowing. Also read at the meeting were Mukwa, to the New London school system. Through the efforts here to congratulatory letters and telegrams from leaders of major firms. The petition is signed by 13 District 2 electors, Henry Van Straten, Outagamie county superintendent, reports. This will cure "the ills which a drive like this will do not exist the country. It is expected that the committee hearing will be held at New London High school.

had complied with the order to the letter.

Rieser said that under the new rules of the integrated bar, the reinstatement petition had been referred to a district grievance committee of the State Bar of Wisconsin, headed by Frank Murphy, a Manitowoc lawyer. The committee investigated, and then recommended a favorable ballot to the board of governors.

The case "broke" early in 1956, at a time when Catlin was a candidate for the Republican convention endorsement for United States senator. He was then the speaker and chief Republican majority party spokesman in the state assembly.

Set Meeting on School Petition

Outagamie, Waupaca and Winnebago county school committees will meet in New Lon-

tern—to instill confidence in our

people and show America that

May 21 to consider a petition

to attach Joint School District

2 in the towns of Caledonia

and Mukwa, to the New Lon-

don school system.

make the campaign successful.

grams from leaders of major

The petition is signed by 13

District 2 electors, Henry Van

Straten, Outagamie county

superintendent, reports.

This will cure "the ills which a

drive like this will do not exist

the country. It is expected that

the committee hearing will

be held at New London High

school.

Mark Catlin, Jr., Reinstated by Supreme Court

CONTINUED FROM PAGE 1

secretary of the State Bar of

Wisconsin, told the court that

27 of 34 members of the board

of governors returned their bal-

ots and that their votes were

unanimously in Catlin's favor.

Under the terms of the court's

suspension order, Catlin was

forbidden to practice law dur-

ing the six months or have any-

thing to do with pardon and

parole cases, Rieser said he

was then the speaker and chief Re-

publican majority party spokes-

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superintendent, reports.

Man Fined \$100 For Going 100 Miles an Hour

Town Receives State Highway Aid Payment

Grand Chute town board Tuesday night received a state highway aid check for \$3,865. first of two payments.

Remainder of highway aid will be paid in August. Last year the town received a total of \$7,730.

Bids were accepted from Landwehr and Hackl company, Seymour, for 6,000 cubic yards of crushed stone at \$1.75 per yard, delivered to any town road, and \$1.30 per year, if picked up by the town.

The board approved purchase of a tractor for \$1,700 and a blade for \$140. A mower will be purchased later.

Hermes pleaded guilty Tuesday in municipal court of speed was instructed to draw up a ticket. In addition to the \$100 fine, trash ordinance and submit it his driver's license was revoked for one year. However, a sum of \$300 was granted Judge Oscar J. Schmiege stay the town fire department for revocation of the license on operation expenses.

Condition Hermes is not arrested Thomas Van Roy, 509 N. Main street, was granted a bar-tender's license.

Also charged with speeding were:

Roland G. Bergsbaken, 18, forfeited \$13.20, three points, route 1, Appleton, fined \$15. six

Norman O'Connor, Clintonville trucker, unregistered vehicle, forfeited \$13.20.

Allen A. Jones, Jr., 28, Green Bay, forfeited \$23.20.

Gerard P. Kostka, 19, 1022 E. Main street, Little Chute, forfeited \$18.20, three points.

Other Cases

In other traffic cases: Thomas Mullen, 19, route 1 Lyle Rieni, 43, Shiocton, paid Seymour, illegal muffler, fined \$50 and costs on a charge of \$10.

Failure to submit his truck and Howard Lovezow, 41, Sheboygan, for weighing or drive to gain, parking on highway, fined a public scale when told by \$10, two points.

State police. He previously had pleaded innocent, but changed his plea to no contest Tuesday bus while it was stopped to let off children were dismissed d

Bernard W. Schuh, 17, route against Karl A. Echstron, 60, 1, Kaukauna, forfeited \$55.20 route 1, New London, and Ray-

mond F. Knorr, 37, route 1, Kaukauna, for driving after his license had been revoked. A second charge S. Grimes, 45, 624 E. Frances

of driving an unregistered car street, was dropped on pay-

was dropped on a motion of the court of costs.

A charge of driving a non-

Joseph W. Checota, 19, Wa- registered vehicle against Pe- tertown, forfeited \$18.20 for il- ler Driessen, route 1, Kaukauna, legal passing. The offense costs na, was dismissed after he showed registration had been

Connie Gussert, 27, route 1, seen in.



FBI Agent Edward Converse, Green Bay, center, was principal speaker for the father-son banquet at Zion Lutheran church under the sponsorship of the Brotherhood. With the speaker, from left, are Earl Verkins, Brotherhood president, holding his son, Bobby, William Totzke and his father, Elmer Totzke. (Post-Crescent Photo)

Situation Normal at Top – Things are All Fouled Up

Sometimes in the confusion

of a state and nation-wide civil defense exercise there are loose ends and confusion. For in

Civil defense guards, who ring

stamps . . .

When Gov. Thomson arrived at the Stevens Point nerve cen-

ter of the state's civil defense

organization, a small boy stop-

ped him and started saying,

"Mr. Mayor . . ." The gover-

nor corrected him, shook hands

and the boy fled.

Shortly before, Gov. Thom-

son and Gen. Ralph Olson, who

heads the state civil defense

had been waylaid by Stevens

Point city officials and given

top hats for a picture to pro-

mote the city's centennial cele-

bration later this year.

During the most critical part

of the test alert, the direct

teletype line from Stevens Point

to national headquarters at Bat-

tle Creek, Mich., went out of

operation. As a result, Wiscon-

sinn was without information on

nearby states which could af-

fect planning and had no idea

of what was going on.

As usual, the people in the

Wisconsin State college build- ing knew less about the opera- tion alert than those outside. Civil defense guards, who ring

the headquarters were pass-

ing along rumors that Oshkosh

was hit, that Stevens Point was

gone, and on and on.

Radio Messages

For the first time this year,

conservation personnel with

monitoring devices could relay

information directly to state

headquarters via radio. But

they ran into some transmis-

sion difficulties. One warden

had to radio his information to

a plane which in turn relayed

it to a ground unit, which then

got it to Stevens Point. There

were 15 conservation and 40

highway patrol monitoring

units, and it took from 3 to 30

minutes to get reports from the

units. The average was about

10 minutes.

An intelligence officer, Lt.

Col. E. E. Silvers, was explain-

ing wind velocity and symbols

to the workers at a briefing ses-

sion. Unlike weather bureau

directions, the wind was given

as southeast, meaning in that

direction. However, Col. Silvers

used from and to so inter-

changeably that workers final-

ly had to ask for a whole new

explanation or they would have

done everything the reverse of

actual wind direction.

Birth Record

Appleton hospitals this morn-

ing reported the following

births:

At St. Elizabeth:

Sons to:

Mr. and Mrs. John Owen, 718 E. First street, Kimberly.

Mr. and Mrs. Joseph Wel-

house, 200 Riverview court.

Daughters to:

Mr. and Mrs. Clifford Weber, route 2, Appleton.

Mr. and Mrs. Delmar Buss, route 2, Menasha.

Mr. and Mrs. Eugene West, 213 N. State street.

At Appleton Memorial:

Daughters to:

Mr. and Mrs. Eugene Bellin, 2012 N. Bennett street.

Quality Control Unit To Hear Research Talk

Bryon O. Marshall, Jr., op- erations research manager for Arthur Andersen and Company, Chicago, will discuss professional experiences at a meet-

ing of the Fox Valley chapter of the American Society for Quality Control.

The program begins at 6:30 Monday evening at the Appleton Elks club.

Today's Deaths

Harry Mansfield

Harry Mansfield, 73, of 1517 Florence street, Kaukauna, died at 8:30 Tuesday night after a long illness. He was born Sept. 9, 1884, in the town of Deer Creek, where he farmed until a year ago.

Funeral services will be at 1: o'clock Saturday afternoon at Trinity Evangelical Lutheran church, Kaukauna, with burial in Highland Memorial park, Appleton.

Friends may call at the Fargo Funeral home, Kaukauna, from 2 o'clock Friday after-

noon until 11 o'clock Saturday morning and then at the church.

Survivors are his widow: two brothers, Willard, Bear Creek, and Lawrence, Lompon, Wis.; and one sister, Mrs. James Comins, Peshtigo.

The state board of health has

ordered the city to construct a

secondary treatment plant by 1962 to cut down pollution of the Fox river. The sewage treat-

ment plant presently empties treated affluent into the river but in storm times gates are opened and raw sewage is dis-

charged.

Some board members fear that if an aid application is not made soon there will be no prospect for aid under the federal program. Applications must be filed before July 1 next year.

Officials have estimated the secondary plant will cost in ex-

cess of \$500,000 and lately esti-

mates have been placed at as

high as \$750,000.

Edward Dau

Edward Dau, 72, route 2, Shi-

octon, died at 2:30 Tuesday after-

noon in New London after a 2-month illness. He was born in the town of Bovina and lived in the area all of his life.

Funeral services will be at 2 o'clock Thursday afternoon at the Sawyer Funeral home, Shi-

octon, with the Rev. A. L. Werner, pastor of the First Congregational church of Shiota.

He was buried in Bovina cemetery. Friends may call at the funeral home after 6 o'clock tonight.

He is survived by a brother, Herman, Appleton, and two sisters, Mrs. Harry Brainard, Ap-

leton, and Mrs. Percy Alex-

ander, Oshkosh.

Louis Oostvogels

Louis Oostvogels, 70, 120 S. Telulah avenue, died about 4:30

Tuesday afternoon in Appleton after a long illness.

He was born in Holland, Oct.

7, 1887.

Funeral services will be at 9 o'clock Friday morning at Sacred Heart Catholic church, with burial in St. Joseph cemetery.

Friends may call at the Jansen Funeral home, Kimberly, after 7 o'clock tonight. The rosary will be recited at 8 o'clock tonight and Thursday night at the funeral home.

Survivors include the widow and one brother, in Holland.

Grow, Sell By-Words at Co-op Meeting

Shawano — More effective action in the competitive market and acceptance of change and growth were by-words at the 27th annual meeting of the Consolidated Badger Cooperative Tuesday.

Edmund Engebretsen, cooperative, president, declared, "Our greatest challenge today is to compete successfully with other segments of industry for markets, finance, sales and management. We must compete for the consumer's dollar, we must maintain adequate capital, we must sell and we must have good management."

He said, "If we continue to do the same things in the same way as we did last year, we will not progress. We must accept the challenge to change or we will lose what we have gained."

Issue of Expansion

"We cannot side-step the issue of expansion when it means economy," George Ruppel, cooperative general manager said.

"The future holds many opportunities for the aggressive dairyman," he said. "He will grow and prosper if he does not resist change. He must also rely upon the benefits that come from group action in order to obtain the desired results."

A. L. McWilliams, general manager of Pure Milk association of Chicago, emphasized the underlying theme of the meeting, the price-cost squeeze being experienced by the dairy farmer. He analyzed the current market.

</

Tell Committees For Butte des Morts Ladies Activities



Butte des Morts Golf club ladies recently opened the 1958 social season with a luncheon where many new members were introduced. Karl Baldwin, club president, opened the session. Club pro Everett Leonard extended an invitation to all ladies interested in golfing.

Andy Wargo outlined plans for entertainment during the summer season and showed him Lau, Jr., and Mrs. William Keller compose the ring-leader score committee. Mrs. S. M. Timmers will handle publicity was Mrs. E. N. Krueger, asisted by Mrs. Eli Jandrin. Pechman will serve as announcement chairman.

Mrs. R. A. Cocirane and Mrs. E. C. O'Keefe are on the bulletin board committee and Mrs. E. H. Foull is rules chairman. Mrs. E. H. Brill was voted to be northeastern representative. Mrs. W. M. Broadway and Mrs. Francis Jenkins will be in charge of prizes. Guest day chairmen are Mrs. York City. The 67-year-old widow from Hartsville, S. C., R. W. Shepard and Mrs. Fred Dauchert has raised eight children—five stepchildren and three of her own. (AP Wirephoto)

Mrs. Eli Jandrin and Mrs. F. D. Farver head the hostess committee and Mrs. A. B. Matlinsky and Mrs. F. S. Marshall head the sunshine committee.

The telephone committee includes Mrs. Gus Zuehlke, Mrs. Robert Scherzinger, Mrs. Donald McKinley, Mrs. George Beckley, Jr., Mrs. A. E. Nowak, Mrs. Edward McCrary, Mrs. W. H. Pifer, Mrs. John Goehier, Mrs. Harry Dietz, and Mrs. Clarence Steinwedel.

Junior Events

Golf chairmen for the junior members are Mrs. Leo Franek, Mrs. Richard Martinek, and Mrs. Karl Baldwin. Feeney parties will be planned by Mrs. Kenneth Ward, Mrs. L. J. Harp and Mrs. A. J. Rudolph. The children's Christmas party will be handled by Mrs. Al Schneese, Mrs. R. A. Martin, Mrs. Richard Kewley, and Mrs. Donald Bradley.

Bridge chairmen include Mrs. Le Roy Stohlmeyer and Mrs. Frank Kreiling. Mrs. F. D. Farver will serve as editor of the Butte des Morts Divots. The golf season will open with a golf mixer breakfast on Wednesday, May 14.

Skin Specialist To Address Guild

Dr. Thomas Luther, Appleton skin specialist, will address the Valparaiso university guild at 7:45 Friday night when the group meets with Mrs. Fred Frechlich, 1406 N. Union street. Mrs. Walter Rugland, chairman, will be assisted with evening arrangements by the Mmes. Melvin Schmidt and Oscar Schurm and Miss Irma Scholz.

Mother Will Be Wreathed in smiles

When you gift-sheathe her legs in *Aberle* NYLONS

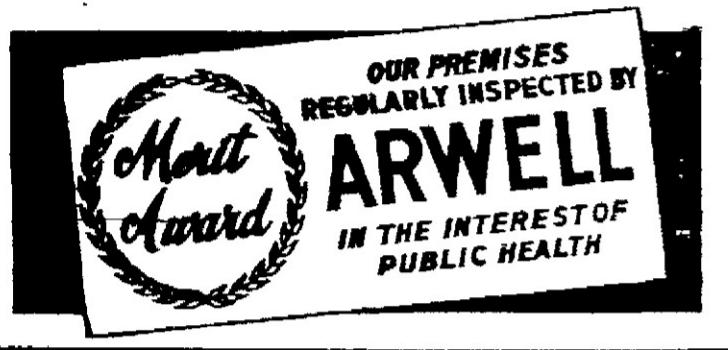
She couldn't be happier because they're those amazing, can't-do-without, self-supporting *Aberle* Knee-Hi's she'll be light in wearing without a girdle. a pair

Regular Length in a Wide Variety of Colors \$1.35 to \$1.95

Mother will be So Thrilled to Receive Beautiful Flowers from Riverside!

**Flowers from
Riverside
GREENHOUSES**
2236 E. PACIFIC ST. • APPLETON, WIS.

**Wherever You Shop..Wherever You Dine
...Always Look for This ARWELL Sign!**



She couldn't be happier because they're those amazing, can't-do-without, self-supporting *Aberle* Knee-Hi's she'll be light in wearing without a girdle. a pair

Regular Length in a Wide Variety of Colors \$1.35 to \$1.95

HECKERT SHOE CO.

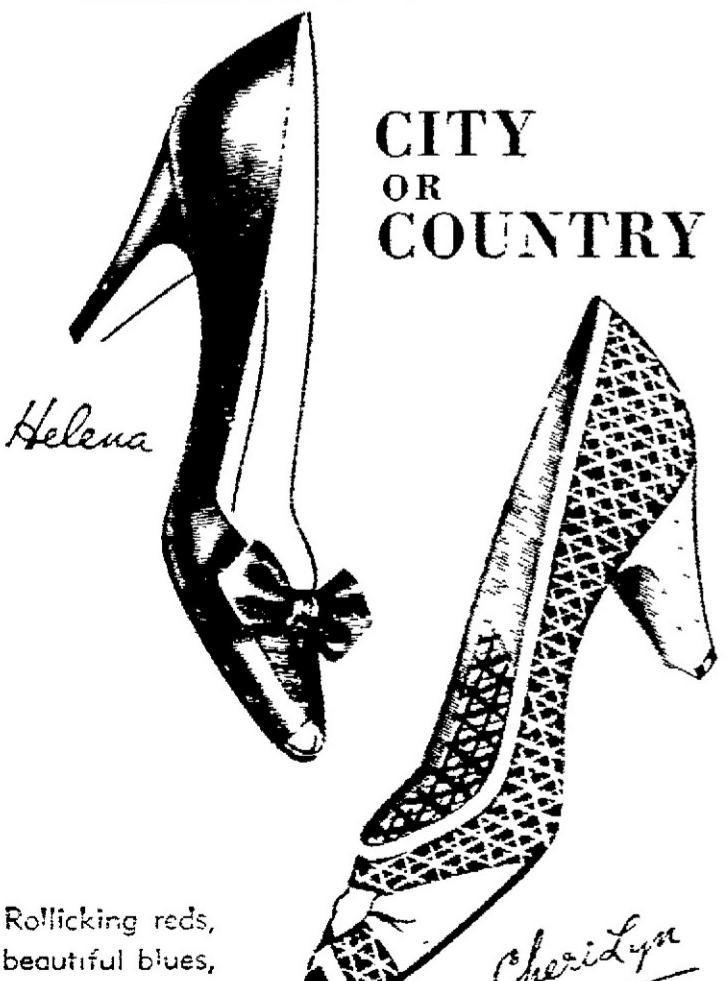
119 E. College Ave.

Perfect for Mother

Vitality Shoes

PERFECT CHOICE FOR

**CITY
OR
COUNTRY**



Rolling reds,
beautiful blues,
timely textured
colfskins
\$10.95 to \$13.95

Vitality Wanderlust Styles
from \$9.95

**HECKERT SHOE
Company**
119 E. College Ave.
Buy Brands You Know at a Store You Know

"Buy Brands You Know at a Store You Know"

**VITALITY
Walking
Shoes**

A REALLY BIG SALE!

Clothing, Baby Items

Furniture, Toys

and Bikes.

TONIGHT —

7-9 P.M.

Thurs., May 8 —

9:00-5:00

105 South Meade

IDEAL GIFT for MOTHER

Foundation Garment

from the

**MAE FRICK
SHOP**
217 E. College Ave., Appleton

Printed pattern 4523: Half

Sizes 14 $\frac{1}{2}$, 16 $\frac{1}{2}$, 18 $\frac{1}{2}$, 20 $\frac{1}{2}$, 22 $\frac{1}{2}$, 24 $\frac{1}{2}$

Size 16 $\frac{1}{2}$ requires 4 $\frac{1}{2}$ yards 33-

inch fabric

Printed directions on each

pattern part. Easier, accurate.

Send Thirty-five cents in coins

for this pattern—add 5 cents for

each pattern for 1st-class mailing.

Send to ANNE ADAMS, care of Appleton Post-Crescent, 374 Pattern Dept., 243 West 17th St., New York 11, N. Y. Print

plainly NAME, ADDRESS with

ZONE, SIZE and STYLE NUMBER.

A small deposit will lay away your selection—or you may charge it.

\$12.95 to \$17.95

Other Summer Knit Dresses 10.95 to 29.95

THE FASHION SHOP — 117 E. College Ave.

Buy Brands You Know at a Store You Know

"Buy Brands You Know at a Store You Know"



Mrs. May Roper, left, chosen Tuesday as the American Mother of the year, received a bouquet of roses from Mrs. Daniel A. Poling, president of the American Mothers committee, at a ceremony in the Waldorf-Astoria hotel. New York City. The 67-year-old widow from Hartsville, S. C., R. W. Shepard and Mrs. Fred Dauchert has raised eight children—five stepchildren and three of

Southern Woman Chosen

'Mother of Year' Leader in Social Improvement; Raised 8 Children

New York—A little southern lady, who quietly has devoted her life to helping others in a small town, is the American mother of the year.

Mrs. May Roper Coker of Washington where her father was a postmaster, reared in Hartsville, S. C., is thrilled at being assistant postmaster general for the American Mothers committee before becoming someone else.

Stepmother to 5 Sweet-faced and soft-spoken. While still a college girl, she gained credit for raising eight children and deprecates any fuss over her many civic activities and personal charac-

Husband Plant Pioneer "Miss May," as they call her back home, is a cultured, educated woman. She is 67 years old. More than 40 years ago,

she forsook the social glitter of Washington to become the wife of a plant pioneer in a little farm community.

Her father was a well-to-do former cabinet officer. Secretary of Commerce Daniel Roper who served six years in the Franklin Roosevelt administra-

Dress Pattern



4523 14 $\frac{1}{2}$ -24 $\frac{1}{2}$

BY ANNE ADAMS

A jiffy Printed Pattern Half-Sizers—look so smart in this bright, breezy style. Sew-easy—no side opening. Just unbuckle shoulders, slip it on quick! Cut to fit the shorter, fuller figure.

Printed Pattern 4523: Half

Sizes 14 $\frac{1}{2}$, 16 $\frac{1}{2}$, 18 $\frac{1}{2}$, 20 $\frac{1}{2}$, 22 $\frac{1}{2}$, 24 $\frac{1}{2}$

Size 16 $\frac{1}{2}$ requires 4 $\frac{1}{2}$ yards 33-

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Printed directions on each

pattern part. Easier, accurate.

Send Thirty-five cents in coins

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"Buy Brands You

Appleton Elks to Hold Dancing Party

Decorations in the springtime filled through tonight with Carl motif will be featured at the Peotter and Robert Gmeiner, semi-formal May dancing party co-social chairmen for the committee to be held by the Appleton Elks long year and dance chairmen, Lodge Saturday night at the home and members of their committee. Program agenda in-tac, including William Danner, Roy Schumacher and Elmer Kelley, and at the lodge. Party-goers will be treated to special decorations for the selections from an hors party are being fashioned by d'oeuvre buffet prior to the diners members of the Elks Ladies 337. A local orchestra has been club, under the direction of McCarthy attended a school engaged for the evening. Mrs. Charles Klucker, club union at St. Mary Springs High school, Fond du Lac.

Dinner reservations may be present.

refreshing WHITES

...in now!

with all the advanced trend touches... hi-reaching straps... most feminine bows... toes tapered, pointing, or open... the softest calf, kid, textures, lustres, punched leathers, straws, vinyl "glass", tintable linens, such exclusive little heels too! As seen in Vogue.

Jacqueline

\$9.95 to \$12.95

**french
SLIPPER SHOP**

102 E. College Ave.

THUR.—FRI.—SAT.

KRESGE'S

**BIG BUY
Special**

Save Up To 52¢ Pr.!

MISSES' & GIRLS' Jamaica SHORTS

This
Sale
Only

**77¢
PR.**

Poplin & Woven Plaids! Permanent-Stitch Crease!

Longer than shorts, shorter than Bermudas... that's our Jamaica shorts! They're the newest, coolest popular fad in casual wear! Pre-shrunk. Misses' 10-18, Girls' 7-14. Newer than Bermudas! The Length Everyone Wants!

KRESGE'S SUPER SPECIALS

PILLOW CASES

50¢

Side seam pillow tubes, hemstitched — stamped for embroidery — instruction sheets attached.

each
1.00 pair

SWISS EMBROIDERED HANDKERCHIEFS

27¢

These are beautiful numbers in scalloped edges, cords, and nylons. Every Mother would love to have several of these.

Regular price 39c. Save 12c.
Thurs. - Fri. - Sat. Only

110 West College Ave.

S. S. KRESGE COMPANY

Appleton Couple Host to Visitors

Mr. and Mrs. Paul McCarthy, and their son Jim, who make their home in Burbank, Calif., are spending two weeks visiting relatives and friends in Wisconsin. They are former Fond du Lac residents.

During the past weekend they were guests of Mr. and Mrs. George J. Young, 1513 W. Lorraine court. Mrs. McCarthy is Mrs. Young's niece. On Sunday Mrs. Young and her daughter, Mrs. Marvin DeBruin, Little Chute, and Mrs. McCarthy attended a school re-union at St. Mary Springs High school, Fond du Lac.

Party-goers will be treated to special decorations for the selections from an hors party are being fashioned by d'oeuvre buffet prior to the diners members of the Elks Ladies 337. A local orchestra has been club, under the direction of McCarthy attended a school re-

engaged for the evening.

Mrs. Charles Klucker, club union at St. Mary Springs High school, Fond du Lac.



Pair Honored By Children

Children of Mr. and Mrs. C. A. Vandenberg, 1207 Wisconsin avenue, assembled Saturday at a surprise party feting their parents on the observance of their 45th wedding anniversary. The function was held at the home of Mr. and Mrs. Norbert Versteegen, Little Chute, daughter and son-in-law of the honored pair.

The Vandenburgs, who marked their nuptial anniversary on April 29, have six children, including sons, John of Los Altos, Calif., Tony of Wilmette, Ill., Paul of Appleton, and daughters, Mrs. Edward Rickert and Mrs. Paul Abendroth of Marinette.

Appleton Post-Crescent A 20
Wednesday, May 7, 1958

Appleton, and Mrs. Versteegen. Among relatives and friends attending was the couple's best man, William Bevers, Neenah.



Glendaleman's
DEPARTMENT STORE
ACROSS W. COLLEGE APPLETION

presents

Skippie of the Week!

the light fashion underline by

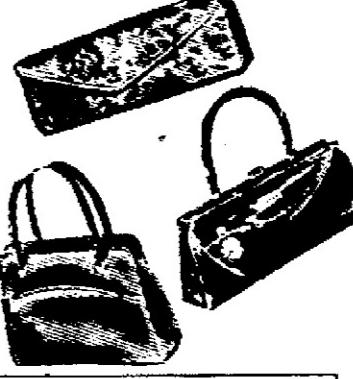
Formfit



Make it a happy Mother's Day

with a fine Gift from Suelflow's

- HANDBAGS
- BILLFOLDS
- JEWELRY
- BOXES
- LUGGAGE



Don't Forget the Graduate
Layaway That Gift of Luggage NOW

Suelflow's

TRAVEL GOODS

Dial 3-8183 303 W. College Ave.

MEMORIAL DRIVE FLORIST

Flowers for Mother's Day



Mrs. Duane Zehren who was Margaret Nehring before her marriage on Saturday is pictured above after the wedding which united her with Duane Zehren, son of Mr. and Mrs. Rudolph Zehren, route 2, Neenah. She is the daughter of Mr. and Mrs. Ed Nehring, Clintonville. The marriage ceremony was staged at St. Martin Lutheran church, Clintonville. When the newlyweds return from a honeymoon in northern Wisconsin, they will reside at route 2, Neenah. (Schultz Photo)



Roses-in-Snow Cake

Roses-in-Snow... the sweetest way we know to remember Mom on May 11th. Two tender, white layers, topped with clouds of snowy frosting and a delicate hand-decorated rose. Plus a Mother's Day card for you to sign and include with the cake.

Order Yours Now!

BOTH CAKES
AND CARD
JUST

98¢

At All Seven
Quaker Dairy
Stores

Mom is sure to appreciate your thoughtfulness when you choose her flowers here. We have all her favorites... fresh, beautiful blooms for lovely bouquets and corsages and a large selection of attractive potted plants.

Metal and Pottery Planters . . .

Filled With Beautiful Green Plants



We Wire or Phone
FLOWERS
Anywhere!
Phone RE 3-4678

Open Thursday and
Friday Evenings
Till 8 P.M.

Spotlight on your prettier figure with the light underline of famous Formfit Skippies. This week's feature style, No. 846, features a ribbon front panel and satin elastic back panel for firm flattening. 2 1/2 inch waistband with feather stays to prevent rolling. A wonderful fashion buy this week and every week. White, S.M.L. (Also available as girdle No. 946)

Shown with "Confidential" Bra No. 281 by Formfit. Foam lined cups shape the slight figure, support the fuller figure. White, 32A to 38B-\$3.00

MAIL ORDER COUPON	Size	Amt.	Color
Skippies Pantie	No. 846		
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"Confidential"	Bra No. 281		
NAME _____			
ADDRESS _____			
CITY _____	ZONE _____	STATE _____	
<input type="checkbox"/> CHARGE	<input type="checkbox"/> CHECK	<input type="checkbox"/> C.O.D.	

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Pure WHITE
pure FASHION...

White Leather \$12.50

artful accessory to your colorful summer-time wardrobe ...

SHOES by Jack Stewart

IRVING ZUELKE BUILDING

Two Lawrence Students Will Present Recital

A senior vocalist and a junior organist will be featured at a student recital to be presented at 8:15 Thursday night at the Lawrence Memorial Chapel.

The senior, Miss Glynn Rounds, is a soprano well known to Appleton residents for her many appearances in this area. From West Allis, she has studied voice with Isabella McClung and Inge Weiss, and has been a member of the Lawrence concert choir and Lawrence Singers. She has sung with the Methodist church choir

and has a strong interest in French as well as in music.

The program, which is open to the public without charge, is as follows:

Fantasy and Fugue in G minor Bach
Auch mit gedämpften schwachen Stimmen Bach
L'Amer! Sar! constante, from Il re Pastore Mozart
Sonate II, (1937) Hundemuth
Meine Liebe ist grün Brahms
Vergeblühtes Standchen Brahms



Helen Vande Hey

Recitative and aria from Lakme Delibes

Je dis que rien ne m'épouvante from Carmen Bizet

Miss Rounds

Gargoyles Edmundson

Mr. Tesser

There is a Lady Sweet and Kind Dello Joia

I Can't Be Talkin' of Love Duke

The Cloths of Heaven Dunhill Bolwerk, son of Mrs. George Rock

Tell Me, Oh Blue, Blue Sky? Bolwerk, 221 S. Walnut street.

Miss Susanna Fortney will accompany Miss Rounds.

Miss Rounds

Duke Helen Theresa, to Robert G.

Giannini Kimberly.

Both Miss Vande Hey and her fiance were graduated from Kimberly High school. She is employed at the Wisconsin Distributing company, Appleton, and he is employed at the with 52.

Kimberly-Clark corporation, Kimberly.

No wedding date has been chosen.

Presidio, Texas, and Gilia Bend, Ariz., recorded the nation's high of 102 degrees Tuesday and Grand Marais, Mich., was the coldest community during the night with 23.

Temperatures Tuesday were in the 50s and 60s, topped by 66 at Grantsburg and Spooner.

Milwaukee was the coolest spot

and he is employed at the with 52.

Skies were generally fair in Wisconsin at mid-morning today.

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Magic of Eisenhower Name Fading In Wisconsin Political Picture

Campaign Policies Now Being Evolved
Ignore President and National Administration

BY JOHN WYNGAARD
Post-Crescent Staff Writer

Madison — The magic of the Eisenhower name and personality is fading in Wisconsin politics, as the practical politicians of the Republican party see it.

The formula for the Republican party campaign as now being evolved by the prospective candidates and organization leaders includes a playing down, deliberately or unconsciously, of the titular leader of the national Republican party and the head of the Republican national administration.

One glimpse of the changing attitude of the local party representatives who a few years ago tried consistently to identify himself with the Eisenhower goals and in the Republican caucuses being held in the congressional districts.

The audiences there have not yet heard a single mention or reference to President Eisenhower, his program, or his record.

Nor are the local campaigners from Gov. Vernon W. Thompson on down the ticket, the Eisenhower label. In the top man of the local party, is eager to associate themselves special election for senator on currently discussing state issues, their fortunes with the reply nine months ago, for example, the former Gov. Walter J. Kohl, and Wisconsin political administration — in as an "Eisenhower Repub problems exclusively and sharp contrasts to the campligan" defeated a "regular" for peers confident that his associations in the Republican state campaigns of 1952, 1954 and 1956 the party nomination.

A curious reporter mentioned Some of the Republican con-legislature and other state of the silence with respect to the servatives in that situation-fies also can do so successful national party leader to a par-complained, however, that for-ly.

mer Rep. Glenn R. Davis, favorite of the party stalwarts, would have won the nomination except for the cross-over of many Democrats into the Republican primary column as is permitted under the state "open" primary law.

The same complaint was made two years ago when Sen. Wiley, then eager to identify himself with the Eisenhower name and policy, defeated Davis in another bitterly contested primary.

Not Oversight

He made it clear that the omission of referring to the national administration was not primary.

Doesn't Mean Criticism

The aloofness of local GOP shown in the activities and the party regime doesn't mean that statements of leading Wisconsin members of the congress in- of the president and his policies cluding Sen. Alexander Wiley — except by isolated party repre-

sentatives. Rep. Alvin O-

Konski of Mercer, for one, has been blistering key Eisenhower

programs for several years and

Normaly at party rallies the

with apparent success in his

managers arrange for blown-up district.

More likely it means that

leaders. None are being used these men find it more feasible

to campaign on their own rec-

change from the anxiety of lo-erence to the national adminis-

tration and the purposes of the ple, former Gov. Walter J. Kohl, and Wisconsin political

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EMMY LOU

By Marty Links



Roadbinder Use Spreads

Milwaukee Contracts For 6 Million Gallons From Kimberly Mill

Wisconsin streams will have more oxygen for fish this summer and residents of new subdivisions will have better streets with less dust flying which have had the treatment vert to this public use many

sulphite pulp mill by-product as Appleton Post-Crescent A 22 a way to keep new streets in good shape until they could be blacktopped.

Other cities are discovering the same need and the same way of meeting it. One Milwaukee suburb has almost as many miles of unpaved streets as Mil-waukeeville. Madison, Sheboygan, Manitowoc and Two Rivers northern counties for many years have signed roadbinder contracts, promoted by nearby sulphite mills primarily as a

Growth of the urban market in roadbinder from other Wisconsin sulphite manufacturers. Ex-southern part of the state experience has shown streets to permit the mills to do for several years have become more millions of gallons.

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\$50 to \$5,000

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For Any
Worthy Purpose . . .
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319 E. College Ave.
Phone REgent 3-6669

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HUGE SAVINGS! TERRIFIC VALUES!

	Mattress Innerspring Odd Lots \$22		Walnut, Maple or Mahogany \$39		Chest Walnut or Maple \$22
	King Kail Davenbed With Innerspring \$198		Lamps Priced to Clear \$10		Bookcase Hollywood Bed Complete \$68
	Wardrobe Two Doors, Metal for Durability \$22		Ex. Table and Six Chairs \$98		Three Pc. Set Dresser, Chest and Bed \$138
	Lounge-Chair Comfortable and Stylish \$88		Bunk Beds Complete With Mattresses \$68		Poster Bed Choice of Maple or Walnut \$20
	Flexsteel Set Davenport and Chair \$238		Jenny-Lind Bed Popular for Spare Rooms \$10		Rocker High Back, Deep Seat \$48
	Sofa Flexsteel Period Styling \$168		Walnut, Limed Oak, Mahogany \$8		3 Pc. Set Open Stock Bedroom Pieces \$98
	Hollywood Bed Complete as Pictured \$58		Cabinet Formica Top White Enamel \$38		Flexsteel 2 Pc. Sectional Floor Sample \$198
	Panel Bed Save at This Sale Price \$16		Unf. Chest Ready to Paint 4 Drawer \$17		TV Lounge Lawson Style Foam Seat \$38

30-60-90 Days Same as Cash
Closed at Noon on Saturdays

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*Furniture
and
Sleep Shop*

FORD
DRUG STORES
FORD HOPKINS SYSTEM
YOU SAVE MORE AT YOUR FORD DRUG STORE
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29¢ ASPIRIN TABLETS U.S.P. 5 Grain 100's 9¢ LIMIT-1

29¢ CLEANSING TISSUES 400's 16¢ LIMIT-1

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The Famous Sampler

2.00 a lb.

Beautiful Decorated Candy Packages

This Week's Spotlight Fountain SPECIAL

THURSDAY FEATURE
Baked Savory Meat Loaf — Brown Gravy.
Whipped Potatoes — Buttered Garden
Vegetable — Dinner Roll & Butter .. 65¢
FRIDAY SPECIAL
Baked Salmon Loaf. Creamy egg sauce.
Whipped Potatoes. Butter Garden Vegetable
Dinner Roll & Butter 65¢
SATURDAY FEATURE
Baked Virginia Ham. Raisin Sauce. Whipped
Potatoes. Buttered Garden Vegetable
Dinner Roll & Butter 70¢

MOTH PREVENTION
JOHNSON'S RAID
Aerosol Reg. 1.19 99¢
Spray Can 1.19 99¢

CEDAR PLUS
TABLETS Reg. 79¢ POUND

PARA MOTH
NUGGETS Reg. 69¢ POUND

LIVE BETTER OUTDOORS!

KWIK-WAY CAMP JUG
Attractive light weight jug with the special DUREX LINER specially coated with self-sealing Unbreakable Acrylic and a screw-on system. For cold or hot liquids.

REG. 3.98 GALLON
2.88

24 INCH HEAVY ELEC. GRILLMASTER BRAZIER

MOTOR and SPIT
• Chrome plated cooking
• 24 in.
• Exclusive "Outer-Lock"
leg construction for extra
sturdiness. Cast iron legs.
Rubberized wheels.

Reg. 34.95
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50 FT. PLASTIC GARDEN HOSE
Light - flexible - durable.
Won't crack, split or peel.
5 Year
Guarantee
REG. \$3.69
\$3.169

10 LB. PAPER SACK CHARCOAL BRIQUETS

Charcoal
10 LB.
BAG

Charcoal
10 LB.
BAG

This
Sale! 89¢

MOTHER'S DAY
Gifts

Remember
MOTHER'S
DAY is
SUNDAY
MAY 11th

CIRO ESSCENT DUO
3.50 Essent Mist plus 2.50
size perfume.
Surrender - Reflections
Danger - New Horizons
Ricochet 3.50
EVENING IN PARIS COMBINATION COLOGNE and PERFUME
Both ... \$1.

YARDLEY LAVENDER SOAP
Regular 1.50 size Lavender Soap plus 30c
hand lotion. 1.80 Value

CIRO'S ORIGINALS
Choice of 5 fragrances
Reflections - Ricochet - Danger - New
Reg. Horizons - Surrender. \$12.50

BALLERINA HOSIERY
60 Gauge
15 Denier
A lovely and useful gift for mother.
Newest Spring Shades. Self Seam 3 prs. 2.98

15.95 AUTOMATIC POP-UP TOASTER
All chrome body. Bakelite trim. Dial for
degree toasting. 2 slice
streamlined. Handsome
on any table!
NOW! ONLY... 8.88

19.95 SCHICK Electric Ladies' Razor
with trade in
\$9.95
5.95 BEAUTI-AIRE HAIR DRYER
1-yr. guaranteed
Hot-cold switch.
Removable stand.
NOW ONLY! 3.99

18.95 MIXMASTER HAND MIXER
Thermometer control. Convenient beater
electrics. Plastic bowl also.
Now Only 11.88 6.95

19.95 Westinghouse AUTOMATIC FRY PAN
\$13.99
Hanson Scale 3.98
Ast. Colors

8.95 Gory 8-Cup Glass Deconter and Percolator
Modern Swedish design with stain proof, rusting
resistant top surface. Push
button release for folding legs.
Folds flat, compact-plastic
carry handle. 8.88

Heart Attack Didn't Stop Pulitzer Winner

Relmin Morin Once Figured He Was Shelved Because of Serious Illness

BY SAUL PETT

New York—Every newsroom has its favorite drama. This is ours.

On April 23, 1955 Relmin Pat Morin, special correspondent for the Associated Press, who had covered most of the big ones in war and peace, was hit by a heart attack. He was convinced he was through.

On May 5, 1958, Pat Morin won a Pulitzer prize for his coverage of the integration violence in Little Rock, Ark. It was one of the biggest, most complex, most emotional stories of the year and the decade. Also, one of the most strenuous.

Pat Morin's comeback was complete.

The word is used advisedly for he had never been away except in his own mind.

Three years ago, he recovered physically from his heart attack. After four months he returned to his desk and to the execution of the Rosenwald welcome. But Pat was suspicious. He couldn't shake loose the dark feeling that he was being shelved; that, far from the electric excitement of the big, breaking news stories he would be given only the quiet easy assignments, the leisurely background stories. He had doubts on two counts.

Since joining the AP in 1934 Pat had covered many fast-breaking stories—in Los Angeles, in New York, London, Algiers, Tokyo, Cairo, New Delhi, Italy and Korea. Came Pearl Harbor and he was interned by the Japanese. Released in Little Rock last year, between 1942 and 1945, he covered the war in Europe. And he was on his feet hours on end, headed AP bureaus in Paris fighting through crowds, rushing and Washington. Came the Korean War, and he was back on writing far into the night, sleeping the fighting front, this time in little most nights, not at all among the rice paddies, where some nights,

he won his first Pulitzer Prize. Now and then he slipped into a grocery store near the Little Rock high school to make notes on a napkin, to grab a cup of coffee andgulp down some pills and drops. The pills were to counteract the fat deficiency in his diet. The drops were to strengthen his heart muscle.

"Little Rock, for me, was getting over a mountainous hump. That's why the Pulitzer prize was doubly sweet."

Man Ordered to Pay For Support of Wife And 2 Minor Children

An Appleton girl Tuesday in municipal court denied charges she had been in a tavern illegally and her brother pleaded innocent of resisting a police officer who tried to escort Texas was ordered to pay \$100 a month for support of his wife

Marlene B. Glander, 18, and two young children Tuesday C. Glander, 25, both of day after he was arraigned for 1053 E. Woodlawn avenue were non-support arrested by Appleton police Friday in a W. College avenue bar. Powell pleaded guilty and Judge Oscar J. Schmeigel added Miss Glander posted \$17.95 bond and her brother \$28.20 monthly basis providing payments are made regularly.

State law prohibits persons under 21 from being in a place where liquor is served unless accompanied by their spouse or guardian. The couple formerly lived in Mississippi and separated there. The wife and two children now live in the town of Greenville.

**KENTILE FAMOUS BRAND
ASPHALT TILE**

1/8 inch with colors running through to the back to give you FULL 1/8 INCH WEARING QUALITY!

★ This is all perfect merchandise. Several colors to choose from.

B TILE- 5c EA.	C TILE- 8c EA.	D TILE- 10c EA.
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Complete line of FLOOR COVERING,
FLOOR and WALL TILE and FORMICA
"Free Estimates"
ACE FLOOR COVERING
LINOLEUM - CARPETING - RUGS
514 W. College Ave. • Appleton • Dial 3-8736

VOECKS BROS. FINER FOODS

234 E. COLLEGE AVE.

PHONE 3-6631

SHOP and SAVE IN OUR
Spring SALE

THURS. • FRI. • SAT.

12-14 lb. Avg.
Whole PORK LOINS 49c
Cut Up As Dressed
(Rib Half or Whole)

Rolled Loin

3-lb. Avg. **Pork Roast 79c**

FRESH-DRESSED — 3 to 4 LB. AVG.

YEARLING CHICKENS... 35c

Lean Chopped Beef 2 79c

VOECKS' MADE-FRESH DAILY

Bratwurst 55c

U. S. CHOICE

ROUND STEAK Reg. 95c lb. 83c

FRESH VEGETABLES are good for you!

RED RIPE HOT HOUSE

TOMATOES 59c

New Crop
ONIONS 3 lbs. 25c

Rose Bud — Large Bunch
(Not Bagged)

RADISHES 2 bunches 29c

FEATURING THIS WEEK:
Water Cress, Bibb Lettuce, Boston Lettuce, Leaf Lettuce, Romaine, Escarole, Red Cabbage, Chive Plants, Fresh Pineapple, Nectarines, Orchid Grapefruit, Kalarabi, Beets, Parsnips, Turnips, Green Beans, Peas, Broccoli, Brussels Sprouts, Fresh Mushrooms and Honey Dews, Fresh Spinach, Cucumbers.

Famous
Sealtest ICE CREAM

1/2 Gal. (Reg. 89c) 79c

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"PLUM NUT"

Premium Flavor
Birds Eye 10 oz. Fresh
GREEN PEAS 2 lbs. 29c

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Artichoke Hearts 51c

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Lemonade 2/29c

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CIRCUS OF VALUES

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Phone 3-6631

POST CRESCEENT News of the **TWIN CITIES** Menasha - Neenah

Council Approves 12 Road Projects, 1st Assessments

Two-Thirds of Street Work Costs To be Paid by Property Owners

Menasha — Final approval to 12 street improvement projects assessment. The lack of surplus in Menasha this summer, with funds, originally used to pay approximately two-thirds the for street work, is another reason of the work to be paid by the son the city has to charge assessments, was given by the son the city has to charge assessments. DuCharme said.

A number of complaints were registered concerning the assessments, which are being supposed to have been fixed for the first time, during last year but work wasn't started until December. "I don't think it's right for the people about 50 persons attended the hearing.

Objectors declared it would be a lot easier on homeowners if taxes were raised instead of paying a large sum at one time and that a number of the projects slated to be undertaken council didn't want to raise the taxes this year because of the hardship it would make on the retired and pensioned people in the city. Yet, he stated, half the people on his block are retired while he was receiving psychiatric care.

2 Projects Out

Two projects were removed from the original street improvement program. One was the installation of curb and gutter and a hot mix asphalt surface on Water street from Mill to Tayco streets and the other an asphaltic surface on Milwaukee street from Third to Ninth streets.

Mayor R. G. DuCharme told the audience the council conducted an extensive study before approving charging assessments for street improvement work on July 7, 1957. He pointed out no city the size of Menasha is now paying the entire cost of street improvements.

He added that many cities charge 100 per cent assessments for such work while Menasha only levies a 66 per cent.

Turn to Page B2, Col. 1

Bosses' Night

President of Marinette Firm To Speak at Jaycee Program

Neenah — Robert C. Hood, president of the Ansul Chemi-

cal company of Marinette, will speak at the International Hu-

man Relations conference at Rome.

Hood is currently serving as a director of the Young Presi-

dents organization... and has

honored the bosses of the chamber as president and direc-

tors of the Marinette Chamber of Commerce.

The annual Jaycee dinner is to be held on May 11 at the Jaycees' wives will also be of Commerce.

New officers and directors of the Neenah-Menasha Jaycees will be introduced at the meeting and the outstanding Jaycee award for the year will be made.

The speaker has been active in a number of various groups in the community as a result of his work with the Neenah-Menasha Jaycees.

Mrs. Rose Amundsen, 78, 642 Appleton street, died at 8:15 Tuesday night of injuries received in a fall at her home at 6:30 in the evening. She was taken to the Theda Clark hospital in the council for the general management division of the American Management Association.

She was born Dec. 21, 1885, in Menasha and spent her early life in Menasha. She lived in St. Paul, Minn., Yellowstoner of Commerce and the National Park, Butte, Mont., industrial advisory committee of the Fox Valley regional plan, community to empower the executive committee to begin negotiations with different plan-

ners.

The aldermen will discuss the regional plan seeking the support of each at St. Paul, Minn., Yellowstoner of Commerce and the last 10 years in Menasha.

Research Findings

Funeral services will be at 9

Hood has been president of

Mary's Catholic church and bu-

1949. He is 42 years old. He has

become widely known through-

country. Friends may call at the

out the country for his experi-

Laemmrich Funeral home after

3 o'clock Thursday afternoon

mental approach in using so-

and the rosary will be recited in the solution of management

at 3 o'clock in the afternoon problems.

Among the most noteworthy

of his contributions has been

the application of human rela-

tions principles to business

problems.

Ansul has become recognized

in the United States as one of

the leaders in the field of in-

ustrial design and under

Hood's administration was cit-

ed by the package designers

council in 1954 for the best co-

ordinated design program in

American industry.

Four years ago Hood partici-

pated in a special training mis-

sion to Austria, and he served

as the University of Wisconsin.

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Close Finishes Were Frequent in the Menasha-Kaukauna dual Tuesday and the mile race was no exception. Doug Russell, Menasha, left, and Kaukauna's Jerry Jakl are shown matching each other stride for stride on the final stretch of their distance race. Jakl got the win but the Jays moved to a 72-46 victory. (Post-Crescent Photo)

Menasha Track Squad Bests Kaukauna 72-46

**Jays Gain Slams in Shot Put, High Hurdles;
Jersild, Sobieszczyk Capture Double Wins**

Menasha — Collecting sweeps in the high hurdles and shot put, plus firsts in seven other events, Menasha turned back Kaukauna 72 - 46 here Tuesday afternoon.

The victory was the second in three dual meets for the Jays, who also have victories in two of three triangular outings.

Jerry Sobieszczyk and "Rocky" Jersild posted double wins for the Menashans. Sobieszczyk won the 100 yard dash in 10.5 seconds and he took the summary:

Menasha 72, Kaukauna 46: 100 yard dash—1. Sobieszczyk (M); 2. Pomeroy (K); 3. Stepanski (M). Time—10.5.

220 yard dash—1. Sobieszczyk (M); 2. Priebe (K); 3. Rottau (M). Time—23.8.

440 yard run—1. Biese (K); 2. Campion (M); 3. Fredericks (M). Time—56.2.

High Hurdles

Jersild won the high hurdles in 16.8 seconds, finishing ahead of teammates Jim Hanson and Larry Wright. The latter, a half miler, was making his first hurdles start. Jersild and Hanson placed one-two in the lows.

The winning time was 23 seconds.

The mile and half mile races were two of the best of the afternoon. Jerry Jakl of Kaukauna won the mile in 5:14.6, edging the Jays' Doug Russell. The latter challenged on the stretch.

Doug Russell, Ron Biese, Tom Wittman, and Pomeroy all went in front briefly but were edged out by the Kaukauna boy.

Jorgenson Wins

In another photo finish, Menasha's Hal Jorgenson edged Tom Wittman of Kaukauna in the half mile. The time was 2:13.8, the best time of the spring for a Menasha runner.

Schreiber Cracks 797

Total in Classic Loop

Kaukauna's Ron Biese topped the 440 in 56.1, defeating Menasha's Lloyd Schreiber, teammate Bill Campbell.

Tom Stepanski of the Jays games of 228 and 200 in the turned in a very good leap of Mid-Town Three-Man Classic; 19 feet, 8 1/2 inches to win the Bowline League at Mid-Town.

broad jump. Ron Haas placed Monday night. Arnie Zuelke second.

Dick Taves threw the shot put 42 feet, 10 inches to win from the story on the league that event. Charlie Weber was activities in Monday's Post-

second and Dan Endter third. Crescent.

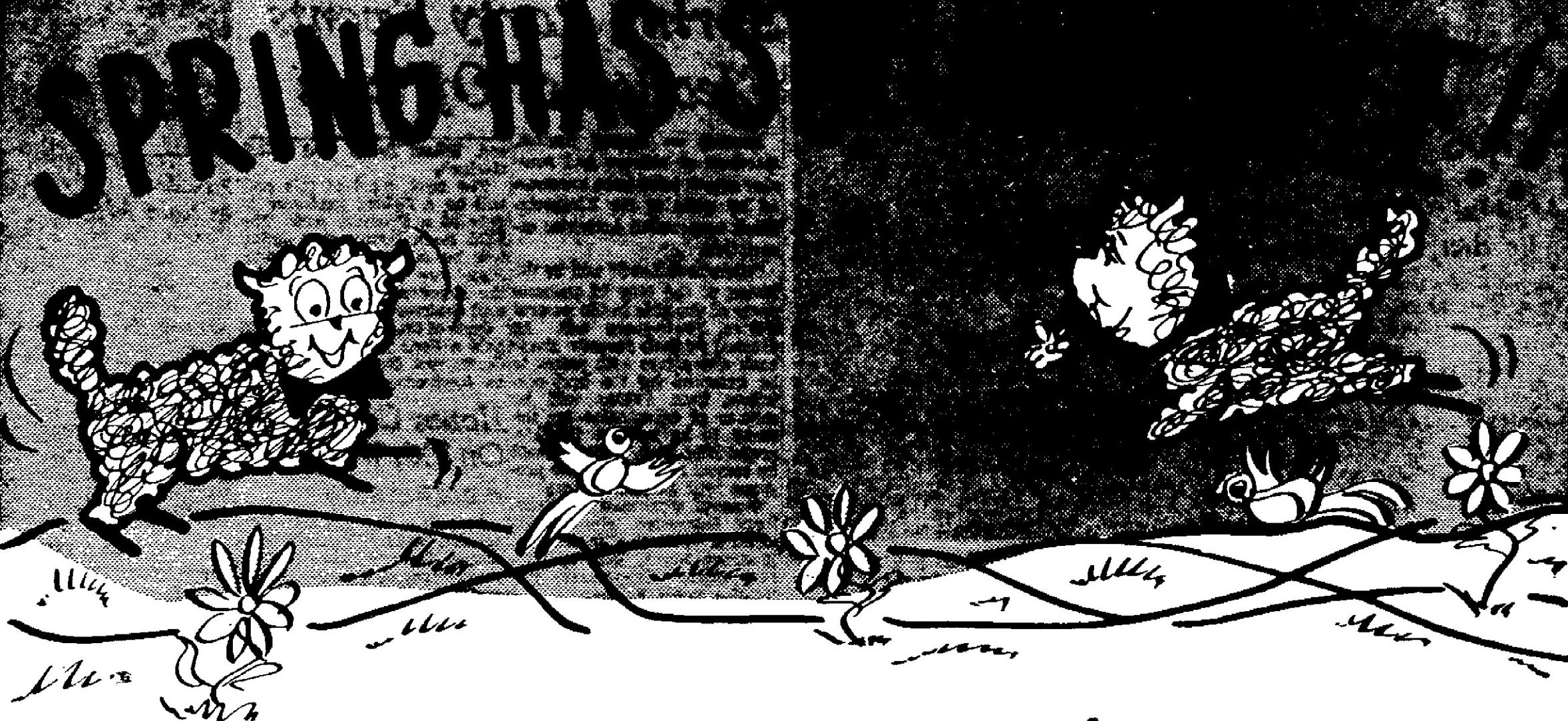
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Large Size

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3 ears 29¢

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IGA Fancy Blended SWEET PEAS **16 oz. can 2 for 35¢**

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Peanut Butter

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Konetzke Pitches One-Hitter as MHS Stops Shawano 4-0

Bluejays Record Second Loop Verdict; Score Three in 7th

Shawano — Ken Konetzke set Shawano down with one infield hit as Menasha recorded a 4-0 blanking of the Indians for its second Mid-Eastern conference win in three starts here Tuesday afternoon.

The Bluejays were held without a hit until the seventh frame by Lefty Jerry Marohl when they bunched all of their four bingles for three runs.

Jay Netters, Top Bulldogs For 8th Win

Menasha — Sweeping every match but one in straight sets, Menasha defeated New London 7-0 here Tuesday afternoon to register its eighth straight tennis win of the spring.

The Bluejays were scheduled to entertain Neenah today and Thursday they play host to Kimberly, whom they defeated 7-0 earlier in the season.

Menasha's No. 1 doubles, Jim Stenson and Bob Adams, had to go three sets to defeat Jerry Eggert and Bob Elscholtz 6-3, 4-6, 6-2. Tom Krysiak and Fred Hollenbeck won over Ted Miller and Bruce Romberg 6-1, 6-1 at the No. 2 doubles.

At No. 1, Stenson registered his eighth straight win by besting Eggert 6-0, 6-1. Bob Adams, playing at No. 2, downed Elscholtz 6-0, 6-4.

Tom Krysiak trimmed Ted Miller 6-1, 6-2 at No. 3. Nick Farrell topped Gary Dexter 6-1, 6-0 at No. 4 and Hollenbeck won over Romberg 6-2, 6-2 at the fifth position.

In exhibitions, all won by the Jays, Bill Ritchie bested Iver Rudie 6-1, 6-1. Don Remmel at the home of Eric Bergstrom, drove in runs.

On Thursday, May 15, to formulate Neenah scored twice in the first and second on two hits but Gries forced Brault to hit in the infield to end the game.

Gries walked four and struck out 13. His mates committed two errors. Brault walked two, hit a batter and whiffed seven. Two Rivers also had two bobbles.

The box score:

They had scored their first run in the sixth.

Shawano's lone hit was a single by Tom Drake in the sixth inning with two out. It was a shot which shortstop Dave Robinson managed to spear but the runner beat his throw to first.

Menasha came up with a run in the sixth when "Red" Wilde was safe on a fielder's choice and tallied on a three-base out-field error.

In the seventh, Konetzke, Bill Bauer, Robinson and Wilde all hit singles and the uprising also included a sacrifice by Jerry Koslowski.

Shawano got one runner as far as third base, John Cantwell, who walked in the second and advanced on an error.

Konetzke walked four batters, hit one with a pitched ball and had one strikeout. Marohl, the loser, struck out 11 and issued one base on balls.

The Jays now have a 7-1 record for the season. They make their next start at home Friday afternoon against Clintonville.

The box score:

Menasha 4 Shawano 0

AB R H AB R H

Hauer,cf 4 0 0 Ketch,golf 3 0

Frechette,cf 3 0 0

Nelson,cb 3 0 0

Lyons,ss 1 0 0

Bauer,rf 3 1 1

Drake,rf 3 1 1

Robinson,cb 3 1 1

Gammey,ss 2 0 0

Knope,lb 1 0 0

Wilde,lb 3 1 1

Rouse,rb 1 0 0

Totals 25 4 4 Totals 25 0 0

Menasha 600 600 54

Shawano 000 000 0

Pram Fleet Committee To Plan 1958 Program

Neenah — The pram fleet variety, Neenah only

committee of the Neenah-Mc-made two safeties off of Brault's

Optimist club will meet right-handed offerings but both

topped Tony Budwig 6-2, 3-6.

Thursday, May 15, to formulate

Neenah scored twice in the

first and second on two hits but

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Two Rivers also had two bobbles.

The box score:

Menasha 4 Two Rivers 0

AB R H AB R H

Carlson,ss 3 0 0 Lawrence,ss 4 0 1

Heller,2b 2 0 0

Simmons,cf 2 1 0

Beno,ss,lf 3 0 0

Drake,ss 2 0 0

Gries,ss 1 0 0

Syring,rf 1 0 0

Jensen,rf 1 0 0

Kelly,1b 1 0 0

Hensen,c 1 0 0

Totals 20 3 2 Totals 22 0 4

Scoring by innings:

Two Rivers 600 600 0

Neenah 200 100 x

Announce Lineup Batting Order for Menasha Mac Tilt

Menasha — The Menasha Macs' batting order and lineup for Sunday's game against Manitowoc was announced today by Manager Edward "Butch" Konetzke.

The Menashans will open defense of their Fox River Valley league crown here against the Clippers. The contest will be preceded by appropriate opening day ceremonies.

The lineup will include John DeYoung, center field; Ron Debuelius, pitcher; Clem Massey, shortstop; Jack Konetzke, third base; Ron Gall, right field; "Bud" Koehnke, catcher; Jim Haack, second base; Jim Kersten, first base, and Darold Eggert, left field.

Dibelius, Massey, Konetzke, Gall, Koehnke, Haack and Eggert were with the club last year. Koehnke saw most of his action on the mound and Gall was a catcher.

DeYoung played with the Appleton Brewers and Kersten was a member of the Harrison team.

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Wednesday, May 7, 1958 Page B5



Ground Rules Were Discussed by managers and umpires before Tuesday night's Twin City Industrial softball league opener between Gilbert Paper and main office at the Recreation field. Left to right are Mory Quick, Gilbert manager, Umpire Vern Wollerman, Carl Hoehne, main office manager, and Charles "Tex" Harding, umpire. Main office scored a 3-2 win. (Post-Crescent Photo)

Rockets Blank Two Rivers 3-0 For 3rd Straight League Win

Gries Allows 4 Safeties, Fans 13; Neenah Gets 2 Off Brault

Neenah — Gene Gries out-dueled Two Rivers' Ron Brault in a dandy pitchers battle as Neenah blanked the Raiders his single.

The winners picked up an unearned run in the fourth when the Rockets were sched-
uled to play at Kaukauna to day in a makeup game.

The victory was the third straight in league play for the defending champions. It was their fourth straight win and their fifth in seven starts this spring.

Gries set the Raiders down with four hits, two of the in-

field variety. Neenah's only

runners left on second and third in the second after two walks and a passed ball.

In the third an off hit and an error and a walk loaded the bases but Gries again worked his way out of trouble.

The lead off man in the fifth inning was safe on an error but three straight strikeouts took care of things. In the seventh

Two Rivers had runners on first and second on two hits but Gries forced Brault to hit in the infield to end the game.

Gries walked four and struck out 13. His mates committed two errors. Brault walked two, hit a batter and whiffed seven. Two Rivers also had two bobbles.

The box score:

Neenah 4 Two Rivers 0

AB R H AB R H

Carlson,ss 3 0 0 Lawrence,ss 4 0 1

Heller,2b 2 0 0

Simmons,cf 2 1 0

Beno,ss,lf 3 0 0

Drake,ss 2 0 0

Gries,ss 1 0 0

Syring,rf 1 0 0

Jensen,rf 1 0 0

Kelly,1b 1 0 0

Hensen,c 1 0 0

Totals 20 3 2 Totals 22 0 4

Scoring by innings:

Two Rivers 600 600 0

Neenah 200 100 x

Dr. Shelley Heads 3-Man Major Wheel

Menasha — Dr. E. J. Shelley was elected president of the Mid-Town Three-Man Major

League at its organization meeting Tuesday night at Mid-Town.

Other officers are Carl Hoehne, vice president, and added two in the second, fifth

Dick Walbrun, secretary-treasurer. League play will begin latter made one in the first and at 8:30 next Tuesday night at five in the fourth.

The league still has openings for bowlers and a 10-team loop is hoped for. The length of the schedule will be determined by

Banta's notched four runs in the number of entries.

The circuit will bowl under fifth and seventh in downing the Petersen point system. Four Foundry tailors will be roiled each week gies in the first, third and with points awarded for a win, fourth. Dick Rohe had a bases

high series and for every 150 empty homers in the fourth.

The Publishers made 10 hits

Interested bowlers have been and received five wins. Foun-

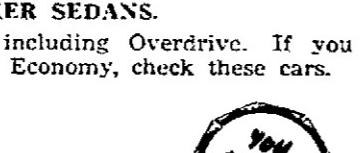
asked by the league officers to dry had seven hits, three by

contact Hal Ganzel or Walbrun Rohe and two by Wohlbrue. Gene Heindl had a perfect 4 for

Friday.

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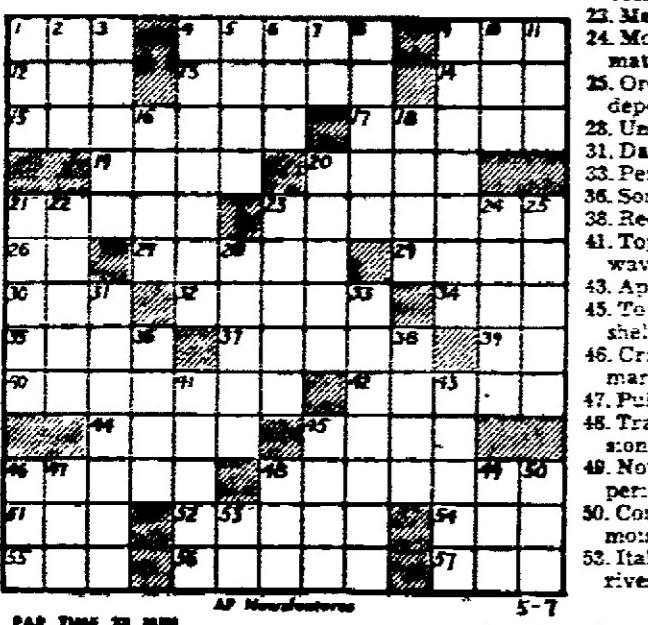
Crossword Puzzle

ACROSS

- Hang back
- Brier
- Dove's note
- Lubricate
- Strength
- Flow
- Furnish
- Anet
- Contends
- Diminut.
- seed
- Metal
- Gains
- control
- You and I
- German
- composer
- Great Lake
- Insect
- Outmoded
- City in Belgium
- Help
- Had
- Idle
- Odor
- Election
- Livid
- At a nod
- Eleme
- Rent
- Serene
- Editorial
- Cells
- Urrl ably
- Transcend
- Arcana
- Cracko
- Goth
- Agile
- Epi
- Rio Wagon
- Monotony
- Napie
- Eden
- Hee abes
- Solution of Yesterday's Puzzle

DOWN

- Drooping
- Conveyed
- First
- Woman
- Permanent
- Screen
- Before
- Roam about
- Ady
- Colors
- Simpleton
- Mouths of volcanoes
- In disagreement
- Unity
- Landscape
- Fixed charge
- Go along
- Bog
- Singing voice
- Measured
- More mature
- Ore deposits
- Uncovered
- Dallied
- Penis
- Son of Seth
- Require
- Top of a wave
- Appended
- Towards shelter
- Cribbage marker
- Pulp fruit
- Transgression
- Notable period
- Condensed
- Mountain
- Italian river



PAR THIS TO THE
AP Newsphotos 5-7

LIFE'S LIKE THAT



"Do you think Ted Williams would get mad if he had to help his mother?"

Polyglot Frog Contest Poses 'Trouble'

Church-Gaers Try For Prayer Break At Home or Work

Dayton, Ohio — Members of the First United Church of Christ (Congregational Christian) try to take a "prayer break" at home or work every morning.

The idea is that, just as a frog jumping contest — a la Mark Twain's story on the famous jumping frog of Calaveras county — is scheduled for May 15-18.

It now is the international "coffee break" provides a physical change of pace, the "prayer break" offers a moment to forget daily cares and frogs are entered.

Therin was the problem. In training here are frogs taught to jump at commands people, says the Rev. Mr. Ray C. Sturch, pastor.

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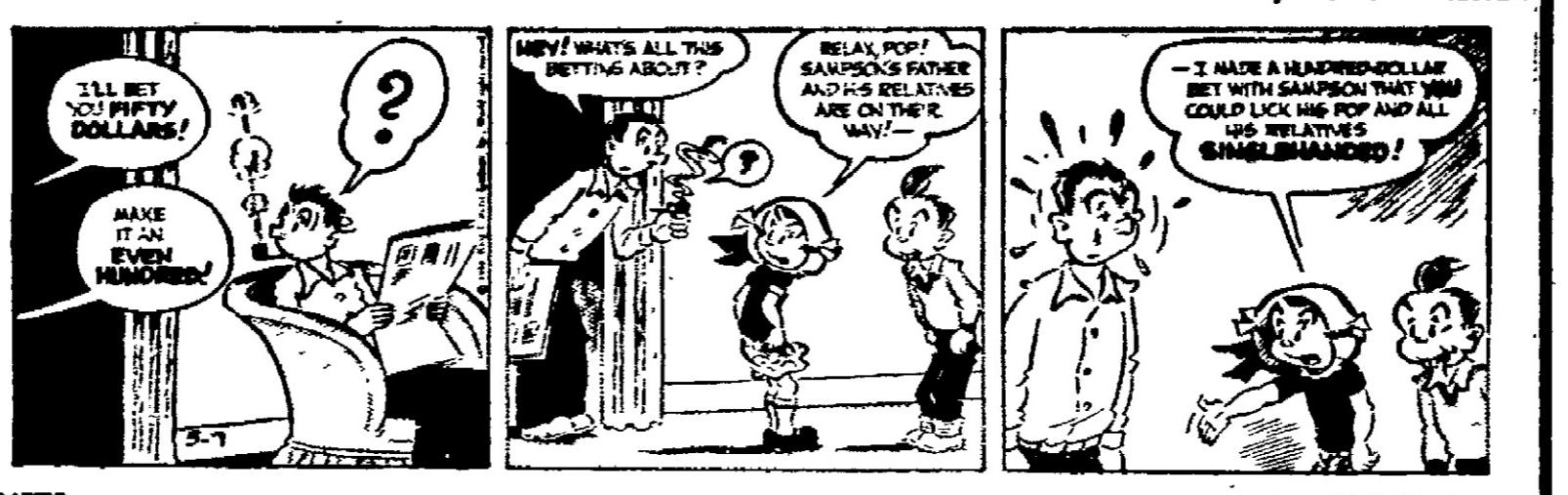
STEVE CANYON



By MILTON CANIFF

Wednesday, May 7, 1958 Appleton Post-Crescent B 6

MYRTLE

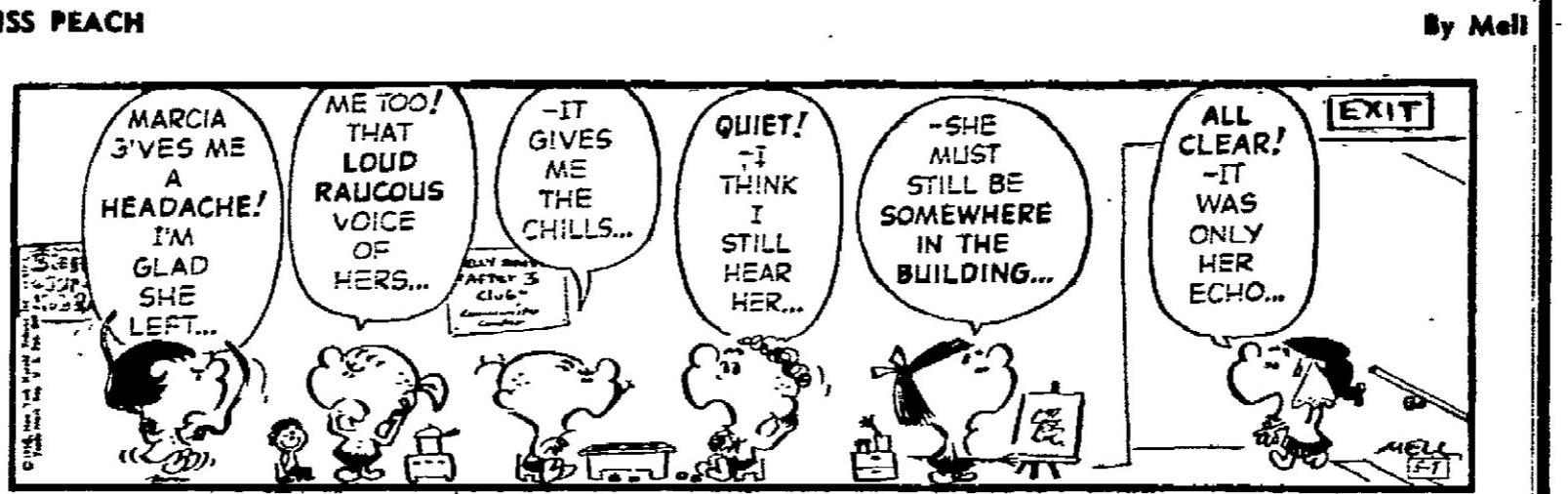


By DUDLEY FISHER

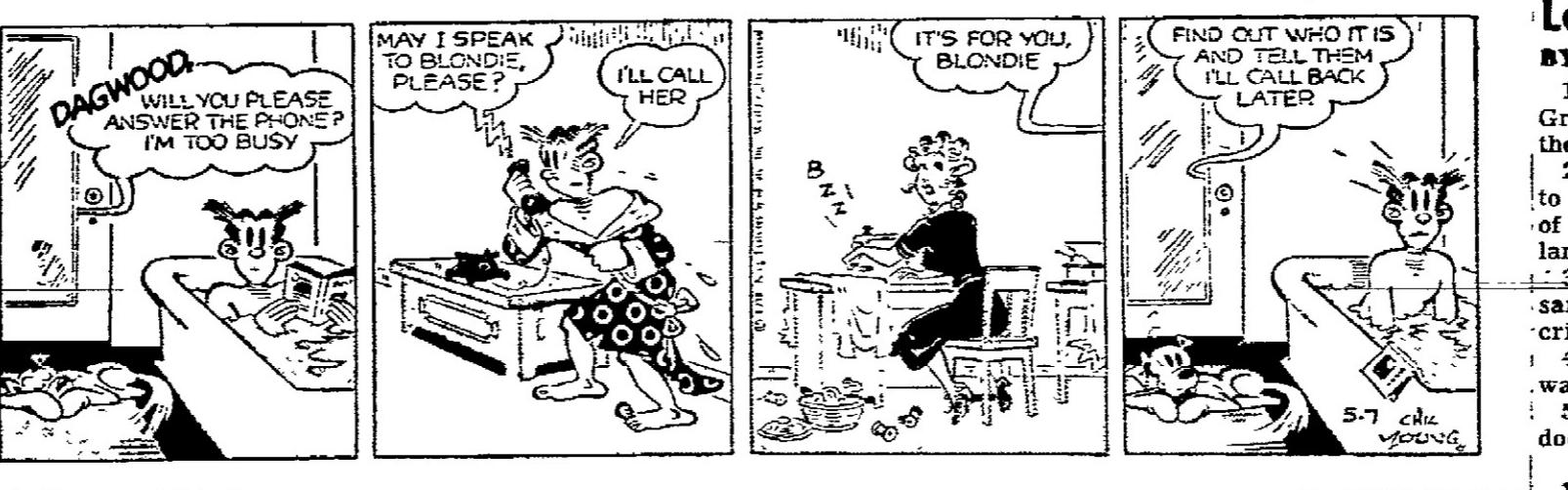
RIVETS



By GEORGE SIXTA



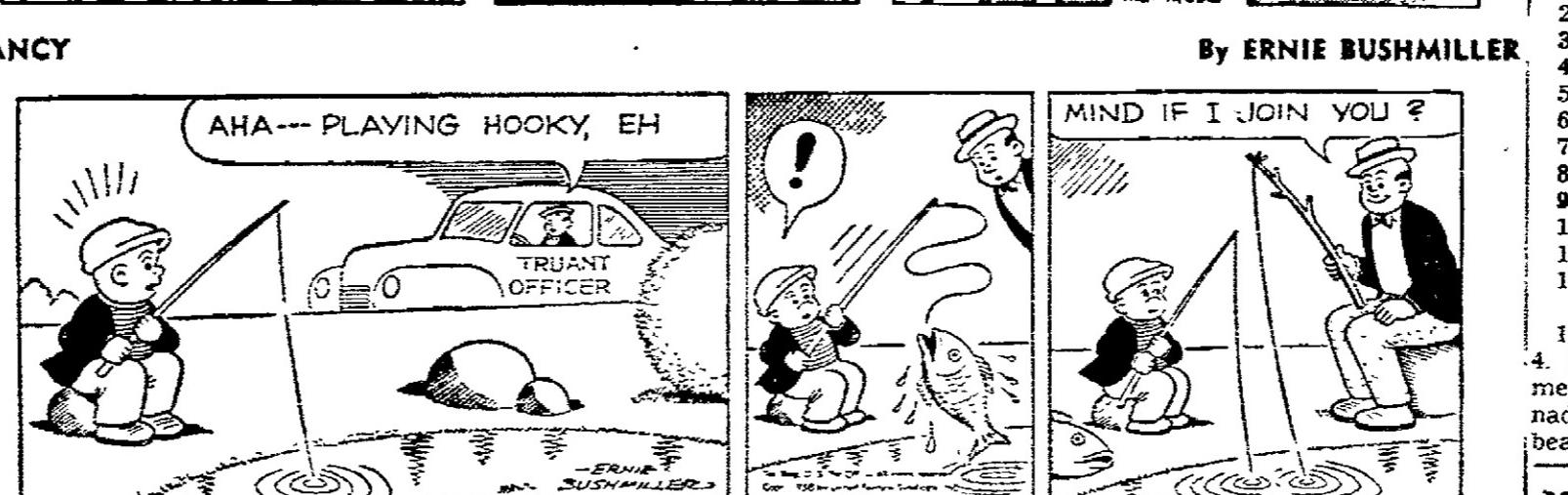
BLONDIE



By CHIC YOUNG



By RICK YAGER



By ERNIE BUSHMILLER



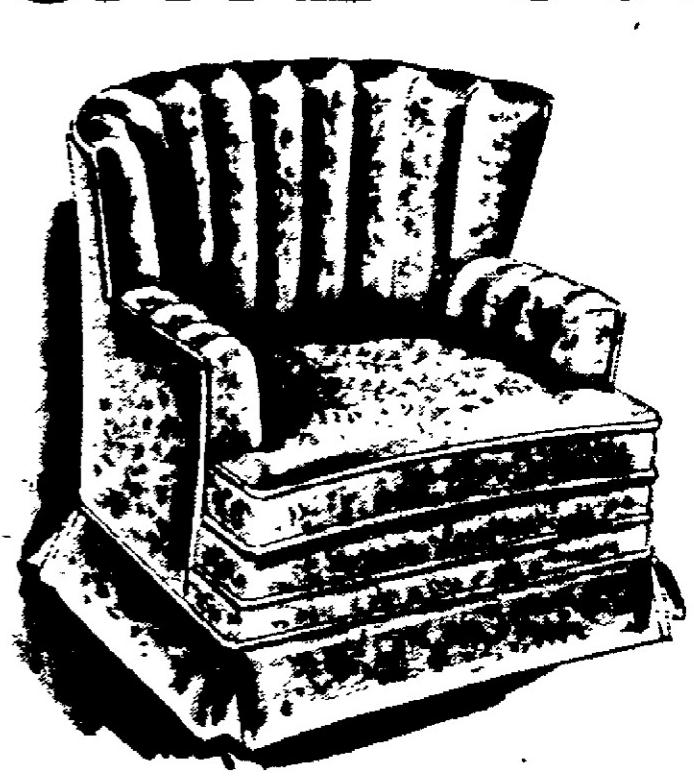
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Look and Learn

BY A. C. GORDON

1. How many of the five Great Lakes belong entirely to the United States?

2. What language is conceded to rank first in the possession of the richest slang vocabulary?

3. What is generally necessary for the commission of a crime besides the crime itself?

4. What is called "The Halfway House of the Pacific"?

5. To what, in animal life, does "marsupial" refer?

ANSWERS

1. Only one; Lake Michigan.

2. French, followed by English.

3. Criminal intent.

4. Hawaii.

5. Animals that have an abdominal pouch for carrying their young, as the kangaroo.



"Here it is . . . 'Father rescues son from gorilla cage at zoo' . . ."

Wilbert

BY A. C. GORDON

This one is played in the key of "O." Each answer ends with the sound of "O," as in TOR-NADO or in BUREAU. How many can you identify?

1. The same.

2. Sage saying.

3. A beginning.

4. In disguise.

5. Series of shots.

6. "The Tiger of France."

7. Simulated courage.

8. A blow with a stick.

9. Accomplished musician.

10. Flaming torch.

11. Existing conditions.

12. A dandy.

ANSWERS

1. Ditto. 2. Motto. 3. Embryo.

4. Incognito. 5. Salvo. 6. Cle-

menceau. 7. Bravado. 8. Basti-

nado. 9. Virtuoso. 10. Flam-

beau. 11. Status quo. 12. Beau.

Sailors Cut Tour of Duty to Spread Jobs

Key of "O"

San Francisco — Beginning May 19 Sailors Union of the Pacific members will spend a maximum of 210 days—rather than 360—aboard the same ship before giving up their berth to a fellow member.

The new measure was voted by the members as a means to spread jobs. Union Secretary Morris Weinberger said. After 210 days aboard a ship, Weinberger said, sailors will sign off, take vacation time they have coming and then take their places at the bottom of the hiring list. This was previously done every 360 days.

Coast Guard Will Clear Lake Reef With Bonfire

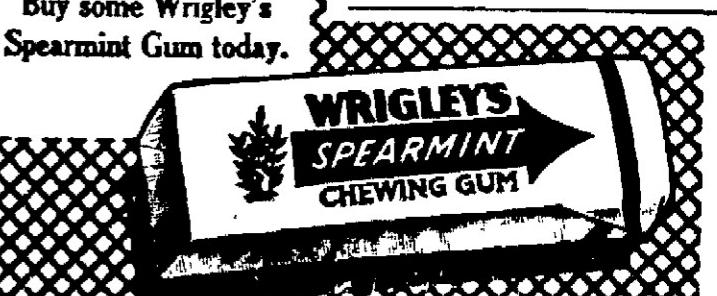
Manitowoc — The coast guard is planning to clear debris from Lake Michigan with a bonfire.

A derelict barge, of a type no longer used on the Great Lakes, has ridden up onto a reef about 400 yards offshore from Point Creek, 7½ miles south of here. It is believed to be one that sank in a storm many years ago.

When Lake Michigan calms down, the coast guard will try to burn the wreckage, since it is too heavy for any available towing equipment to pull from the reef.

Your Whole Family Will Enjoy this healthful, delicious treat.

Buy some Wrigley's Spearmint Chewing Gum today.



4 New Homes To be Built in Menasha Town

Pipe Line Company
Granted Permit for
Gas Meter Station

Food-Crescent Oak Creek Bureau

Oshkosh — Building permits were issued this week by County Clerk Nell A. Hoffmann for eight town of Menasha and two town of Neenah construction projects. Four of the town of Menasha permits are for new homes and two are for moving mobile homes.

The town of Menasha permits issued were to:

Michigan - Wisconsin Pipe Line company, Detroit, Mich., for a natural gas meter station of transite and metal at a cost of \$15,000. The 17 by 20 foot building is being relocated along Highway 41.

Jack J. DeJardin, 4261 Broad street, Menasha, \$11,500 new home, 34 by 26 feet in size, on Theresa avenue.

Ronald Bednaroski, 243 Second street, Neenah, \$12,500 new home, 4 by 28 feet in size with attached garage included on Dunning street.

George J. Mueller, 828 Seventh street, Menasha, \$10,000 home, 36 by 28 feet, and detached garage, 22 by 22 feet, on Crestview avenue.

James E. Eisich, route 2, Menasha, \$1,500 home, 41 by 28 feet with attached garage, 20 by 22 feet, on Gordon street and Lake Shore drive.

Jobie Homes

Duane R. Zehren, route 2, Neenah, \$3,000 mobile home being moved onto County Trunk QQ premises.

Carlton L. Reinke, route 2, Neenah, \$3,500 mobile home on County Trunk QQ.

Bilt-Rite Construction company, 1125 E. Wisconsin avenue, Appleton, two garages, \$890 for Norman Rivet, 2432 Barbara avenue, and \$1,000 for Walter Drechei, Terrace avenue.

One of the town of Neenah permits was issued to Paul Dawson, 764 Reed street, Neenah for a \$5,000 frame addition to a building at Adella beach. The addition will be 21 by 38 feet in size.

Move School

The other town of Neenah permit was to Elmer Fandy. Thirty feet of sewer will be installed on Warsaw street, moving the former Clayton north of Sixth street, to eliminate school building onto a dead end sewer and facility on County Trunk S for use itate proper cleaning and maintenance. The sanitary sewer cost of the project is \$1,200. The building is 22 by 36 feet in size.

About 70 steel posts will be

Also issued this week was a purchased from Stone and permit to Glen Olson, route Stone, Neenah, for fencing of 1. Larsen, for a \$700 home re-modeling project in the town of Street department crews will tear down the old and install the new fence.

The permits were issued by the county clerk upon approval of the projects by Assessor Edwin P. Harold of the town of Ed at the Tayco street parking Menasha, Chairman Laurrell lot and a street light will be Heaney of the town of Neenah installed at the east end of the and Chairman Frank Metzger of lot.

the town of Clayton who serve Installation of air conditioning equipment on the second floor of the city offices and the completion of the mayor pictorial gallery in the council chambers was authorized.

NHS Safe Driver,
Cyclist Named

Neenah — Safe driver and cyclists awards for April will be awarded to Sue McConnell and Lee Martin, according to George Christoph, advisor for the Neenah High school safety club.

Miss McConnell, a senior, will receive the safe driver award for the month. She is the estate planning and testamentary daughter of Mr. and Mrs. Palmer McConnell, 324 Park drive. Martin, a junior, will receive the award for bicycle riding Madison Friday.

He is the son of Mr. and Mrs. Clarence Martin, 231 N. Park avenue.

No License, Driver
Fined \$5 in Court

Neenah — Abraham Skendore, 20, 64 Abbey avenue, Menasha, pleaded guilty of driving without a driver's license Monday before Police Justice Edmund P. Arpin. He was confined \$5 and costs. Skendore was arrested at 1:20 Sunday morning at Ninth and Hewitt streets when police observed that he car was driving had no license plates.

Skendore's brother, Nelson, owner of the car, will appear in court Thursday morning for permitting the car to be on city streets without license plates.

Plead Innocent
Of Racing Cars

Menasha — Miss Carol Schmitzer, 17, 200 Broad street, and Robert Losselyong, 17, 500 S. Pierce avenue, Appleton, pleaded innocent to a charge of racing each other in cars on Tayco street Sunday afternoon and Menasha Police Justice Arthur Ales set their hearing for 6:45 in the morning on May 15.

Appleton Post-Crescent B 7
Wednesday, May 7, 1958



Installed as commander of the Lenz-Gazecki American Legion post Tuesday night was Richard Gawinski, 845 State street, shown above. He succeeds Edward Corry. (Post-Crescent Photo)

City to Study Sewer Needs in Annexed Areas

Menasha Engineer To Make Estimates For Northeast Section

Menasha — City Engineer Melvin Nott was asked to get an estimate of sanitary sewer requirements in the newly annexed areas in the northeast part of the city by the council Tuesday night.

Second ward Ald. Gordon Schanke's motion that Nott prepare a tentative report and cost estimates for sewers in the annexed lots, including 22 from the Bayer estate, was approved unanimously by the aldermen. An engineer will be hired to assist in the work.

Schanke said the city wanted to have sewer facilities in the area as soon as possible for people who want to build on the lots.

Applicants who apply for permits will have to fill out an application form, take a physical examination and be interviewed by the mayor, city engineer or street superintendent. The council decided.

The other town of Neenah Sewer Work

Thirty feet of sewer will be installed on Warsaw street, moving the former Clayton north of Sixth street, to eliminate school building onto a dead end sewer and facility on County Trunk S for use itate proper cleaning and maintenance. The sanitary sewer cost of the project is \$1,200. The building is 22 by 36 feet in size.

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STEINER'S
FOOD MARKET

**Big
VALUE
BOUQUET**

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8 to 16 Lb. Whole or Rib Half
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LONG GREEN SLICERS

Cucumbers 5^c

CRISP FRESH RADISHES CELLO BAG

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CANNED PICNICS \$2.69

FREE!! Coca Cola
STOP IN THIS WEEKEND AND
ENJOY A FROSTY BOTTLE OF COKE!

Michigan Maid Halves 29 oz.
ELBERTA PEACHES
Need More 29 oz.

FRUIT MIX

Suits Me 46 oz.
TOMATO JUICE

Cal. Fame 46 oz. Drink
PINEAPPLE-GRAPEFRUIT

Hi-C 46 oz.
ORANGE DRINK

Deep Blue 7 oz.
LITE MEAT TUNA

Bond's Qt. Jar
DILL PICKLES

WIN BRAVES TICKETS

in McLaughlin's MANOR HOUSE COFFEE CONTEST

10 WINNERS (2 SEATS EACH)
FOR EVERY HOME GAME
in the Manor House Season Ticket Section

Manor House Coffee 1 lb.

93c

Manor House Instant Coffee 5 oz.

95c

Manor House Instant Coffee 1 lb.

93c

Manor House Instant Coffee 1 lb.

93

Joe Brown Risks Title Tonight Against Dupas

Bout May Draw Biggest Fight Crowd In Texas History

Houston, Texas — **T**HE crowd approaching 11,000 and a gate that may reach \$60,000 are in prospect, which would make it the largest draw for a fight in Texas history.

There was a slight lag in ticket sales in the New Orleans area, from where the two fighters come, because the bout will be nationally televised (ABC), starting at 9 o'clock CDT.

Brown said he would be at about 134½ Dupas, who reportedly has been having trouble making the weight, expects to hit the beams at 135 straight up. It's the alleged weight problem that has caused Brown to predict he'll win by a knockout long before the 15-round limit is reached. He says Dupas, who has been fighting middleweights and welters, will come into the ring weakened.

Dupas, 22, has had 84 fights. Brown, 31, who won the lightweight championship Aug. 24, 1956, from Wallace "Bud" Smith, hasn't lost a fight in almost three years and has 31 knockouts in his string.

St. Norbert Beats Viking Golf Team

The St. Norbert college golf team posted a 94-54 victory over Lawrence Tuesday afternoon on the DePere Oneida course.

Senior Craig Castle and sophomore Dick Davis were the Vikings' lone victors. Playing at No. 3, Castle stopped St. Norbert's Brunette. Davis, at No. 5, beat St. Norbert's Dennis.

The Green Knights' Wahl was the match's medalist with a 71.

The setback evened Lawrence's dual match record at 2-2.

The summary:

Wahl (71), SN, beat Collins (63); Rudeberg (59), SN, beat Close (65); Castle (54), L, beat Brunette (65); Ariens (50), SN, beat Sedwick (67); Davis (51), L, beat Dennis (64).

FIGHT RESULTS

By the Associated Press

San Bernardino, Calif. — Armando Muniz, 143, Mexico, outpointed Chico Vejar, 157, Stamford, Conn., 10.

Portland, Ore. — Phil Moyer, 158, Portland, outpointed Ramon Guentes, 154, Los Angeles, 10.

SAVE \$5 to \$15 on a Dacron Summer Weight SUIT

... Also Great Savings on Sport Coats, Slacks and Sport Shirts

Harry Ressman
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Big Value
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SMALL CAR PRICES . . . NEW
'58 "IN STOCK" PONTIACS

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CHIEFTAN 4 Dr. Sedan
CHIEFTAN 4 Dr. Catalina
SUPER CHIEF 4 Dr. Catalina
SUPER CHIEF 4 Dr. Sedan
STAR CHIEF 4 Dr. Catalina

With the many color and equipment variations desired on the new cars today . . . it is most impossible to have the exact car desired in stock. These cars were shipped from the factory without any specific orders.

Any Locally Installed Accessories May Be Added to These Cars If Desired

TUSLER PONTIAC

Corner Mason & Wis. Ave. Ph. 4-1479 or 4-1470



Menasha's Don Biebel, who recently joined the Burlington club of the Three-I league, watches a pitch sail by during Tuesday night's game against the Fox Cities Foxes on Goodland field. Also shown in the upper picture is Fox Cities catcher Bob Payne. Burlington manager Walt Dixon is shown disputing a call in the middle photo, but his oratory has little effect on Umpire Jay Van Rhee. At the bottom the Foxes' "Adie" Hintze is forced at third base on an attempted sacrifice in the sixth inning. Bee Jim Woods took the throw from the pitcher. The Foxes won, 8-6. (Post-Crescent Photos)



Davenport '9' Opens Lead

Tops Rochester, 5-3; Cedar Rapids Tops Green Bay, 3-2

By the Associated Press

Davenport opened a full game lead in the Three-I league Tuesday by beating Rochester, 5-3, behind the 7-hit pitching of Joe Hoerner. A 3-run rally in the fifth inning assured Hoerner of his second victory.

Cedar Rapids snapped out of a four-game losing slump with a 3-2 win over Green Bay and Fox Cities beat Burlington 8-6.

In his best night of the season at the plate, Hazle came off the bench to get three hits and drive in three runs, two of them in the Braves' ninth

Cedar Rapids did all of its scoring against Green Bay in the ninth inning. Ron Knoop's 2-run homer tied the score and Dick Selinger's double brought in the winning run.

Rochester 000 001 200 3 7 1
Davenport 100 030 0 0 5 11 1

Weberland, Black (16), Nonnenmacher (19) and Rogers, Hoerner and Landstrom.

Minor League Baseball

By the Associated Press

PACIFIC COAST LEAGUE

Salt Lake City 7, Phoenix 5

Sacramento 5, San Diego 2

Seattle 5, Vancouver 2

Portland 3, Spokane 2

AMERICAN ASSOCIATION

Indianapolis 7, Minneapolis 3 (13

innings)

Wichita 10, St. Paul 4

Other games postponed.

Turn To Page B10 Col. 1

Meet Your Foxes

Payne Seeks to Rebound From Only Poor Season

BY MIKE DREW

Post-Crescent Staff Writer

If catcher Bob Payne does half as well in the rest of the season with the Fox Cities Foxes as he did in his Goodland field debut, he's sure to be one of the fans' favorites.

All "Chick"—as he prefers being called—did in his first home game was to wallop a 2-

run homer and a pair of 1-run

singles in the Fox Cities big 6-0 victory over Cedar Rapids last Saturday.

The 24-year-old Payne, a right-handed hitter, has been sharing the club's catching duties with southpaw swinging Ed Racinski.

In His Fourth Season

Asked how he feels about having to divide the backstopping with another player, Payne replies: "Naturally, I would rather play all the time. But the platoon system seems to be the thing today and I'll go along with it."

"Chick," who is in his fourth season of pro ball, considers this a do-or-die year in his baseball career. He hopes to bounce back from his only poor pro

Promoter C. W. Smith, Jr. has

been talked into C. D. As a

to the champion's manager and has been assured that Sum-

merlin will be included in our plans if we gets by the veter-

an Cuban

injuries to others . . . on your property . . . can cost you plenty. Let Liability Insurance protect you against this financial loss. Cost is low. See us soon.

For Insurance for Any Recognized Hazard . . . See

PERSONAL LIABILITY INSURANCE

for Just Easy Tilling
SAVE TIME-MONEY WITH
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ROTARY TILLER
Faster tilling . . . we've seen SLOW . . . we speed 8" to 20" . . . age can make instead of a chore. Brakes & Stratton 21" hp engine has recoil starter, muffler, fingertip controls, free swivel adjustable depth bar. Timken bearings throughout. Write for free literature.

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Free Parking In Rear

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Dial 3-1934

Foxes Win Uphill Battle, 8-6' To Jump Into Second Place

Braves Dump Cardinals, 12-8, As Two Clubs Power 29 Hits

Hazle Flashes His '57 Form; Buhl Winner

St. Louis — **B**ob Hazle showed a flash of 1957 form Tuesday night as the Milwaukee Braves piled up seven runs in the first two innings but needed five more in the ninth to turn back the last place St. Louis Cardinals, 12-8.

This was no pitchers' battle, but an old fashioned slugging match that produced 29 hits, 16 of them by the Cardinals who never led but threatened until the last man was out. Ten pitchers, seven of them in the Cardinal costume, paraded to the mound.

The victory went to Bob Buhl who was generally in trouble as he stayed around for 7 and one-third innings to collect his fourth triumph against a single defeat Lindy McDaniel, the St. Louis starter, took the loss and is now 2-2.

Climb Into 2nd

With the victory the Braves climbed into second place, a half game behind the Chicago

Cubs. The Pittsburgh Pirates were defeated, 7-0, by the San Francisco Giants and fell out of a first place tie to third, a half game in back of the Braves.

In his best night of the season at the plate, Hazle came off the bench to get three hits and drive in three runs, two of them in the Braves' ninth

inning charge. With the performance Hazle lifted his batting average 48 points to .188.

Sharing batting honors with the right fielder was Frank Torre, a last minute starter at first, instead of Joe Adcock who was slated to open. Torre had two hits and knocked in three runs, one of them in the ninth.

He also came up with an eighth inning fielding gem that stopped cold a Cardinal threat.

Stretches Streak

"Red" Schoendienst stretched his hitting string to 15 games by opening the contest with a double, and scoring on a single by Ed Mathews after one was out. Hank Aaron doubled and then Torre smashed a 2-run single to center. After Wes Covington singled, Hazle

went 3-for-4 in his next three at-bats.

AHS won the two doubles as-

signments in 3-set matches.

The Terrors meet East at

Green Bay Thursday afternoon.

Chuck Riley, (A) beat J. Miller,

6-1.

John Zimmerman, Marty Sem-

melback and Tom Jacobs all

won singles tests in straight

sets for the Terrors.

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sets for the Terrors.

A combination of Bee care-

lessness and Fox alertness in

the seventh weighed heavily on

the final result. With two out,

the bases loaded and the score

2-2, 3-2, 4-2, 5-2, 6-2, 7-2, 8-2, 9-2, 10-2, 11-2, 12-2, 13-2, 14-2, 15-2, 16-2, 17-2, 18-2, 19-2, 20-2, 21-2, 22-2, 23-2, 24-2, 25-2, 26-2, 27-2, 28-2, 29-2, 30-2, 31-2, 32-2, 33-2, 34-2, 35-2, 36-2, 37-2, 38-2, 39-2, 40-2, 41-2, 42-2, 43-2, 44-2, 45-2, 46-2, 47-2, 48-2, 49-2, 50-2, 51-2, 52-2, 53-2, 54-2, 55-2, 56-2, 57-2, 58-2, 59-2, 60-2, 61-2, 62-2, 63-2, 64-2, 65-2, 66-2, 67-2, 68-2, 69-2, 70-2, 71-2, 72-2, 73-2, 74-2, 75-2, 76-2, 77-2, 78-2, 79-2, 80-2, 81-2, 82-2, 83-2, 84-2, 85-2, 86-2, 87-2, 88-2, 89-2, 90-2, 91-2, 92-2, 93-2, 94-2, 95-2, 96-2, 97-2, 98-2, 99-2, 100-2, 101-2, 102-2, 103-2, 104-2, 105-2, 106-2, 107-2, 108-2, 109-2, 110-2, 111-2, 112-2, 113-2, 114-2, 115-2, 116-2, 117-2, 118-2, 119-2, 120-2, 121-2, 122-2, 123-2, 124-2, 125-2, 126-2, 127-2, 128-2, 129-2, 130-2, 131-2, 132-2, 133-2, 134-2, 135-2, 136-2, 137-2, 138-2, 139-2, 140-2, 141-2, 142-2, 143-2, 144-2, 145-2, 146-2, 147-2, 148-2, 149-2, 150-2, 151-2, 152-2, 153-2, 154-2, 155-2, 156-2, 157-2, 158-2, 159-2, 160-2, 161-2, 162-2, 163-2, 164-2, 165-2, 166-2, 167-2, 168-2, 169-2, 170-2, 171-2, 172-2, 173-2, 174-2, 175-2, 176-2,

Bonduel '9' Trips Marion High, 6-4

Wayne Kroll Hurls 7-Inning No-Hitter in Relief for Win

CENTRAL WISCONSIN CONFERENCE

	W L	R H	W L	R H	
Bonduel	5	1	Wittenberg	1	2
Ambler	2	1	Waupaca	1	2
Iola	2	1	Weyauwega	1	2
Marion	2	1	Marsawa	0	4

TUESDAY'S RESULTS:

Ambler 5, Waupaca 1.

Wittenberg 12, Marsawa 0.

Bonduel 6, Marion 4.

Iola 3, Weyauwega 1.

Weyauwega — The Bonduel High school baseball team is the only unbeaten club in the Central Wisconsin conference race after Tuesday's action.

The Bruins posted a remarkable 6-4 victory over Marion as Bonduel hurler Wayne Kroll hurled a 7-inning no-hitter in relief.

Marion tallied all four of its runs in the first inning before

Bonduel starter Jerry Herb could get a man out. Mike Bettow started Herb on his way out with a leadoff homer.

Kroll relieved Herb (who hurled a no-hitter last week) with none out in the first and allowed no runs or hits the rest of the way, walking six and striking out eight. Bill Radies started for Marion and left after allowing six hits but no walks in four innings. Ken Wolff took the loss. Kroll whacked a 2-run homer in the third to tie the game and Dennis Bahr cracked a 2-run 4-bagger in the fifth to win it.

Iola beat Weyauwega, 3-1, and Amherst shaded Waupaca, 5-1, to wind up the day's festivities in a second place tie.

Jim Helgeson hurled a 2-hitter for Iola, striking out nine and walking seven. Southpaw Tom Stolzman, Weyauwega, yielded but three hits, fanning four and walking three.

Iola went in front to stay 2-0, in a 2-run third inning when Helgeson's single knocked home two runs.

Wittenberg thumped Manawa, 11-0, in a game in which the Wolves were charged with nine errors. Dan Tratz tossed a 6-hitter for the win, fanning eight and walking four. The loser was starter Ken Groholski, who went five innings. The Maroons took the lead, 1-0, in the first on walks and errors.

Bonduel vs. Marion

AB R H AB R H
Porter, cf 3 1 1 Belov, ss 4 1 1
Schultz, rf 3 1 1 Wolf, 3d 3 1 1
Bahr, lb 3 2 2 Balderson, p 2 1 0
Kroll, ss 3 2 2 B Radies, p 2 1 0
J. Seznik, 3 0 0 Schaefer, lf 2 1 0
Tratz, d 3 0 0 Bahr, 1b 4 0 1
P. Seznik, 3 0 0 Radies, 2b 4 0 1
J. Herbl, 3 0 0 Smith, c 1 0 0
D. Schucks, 3 0 1 0 John, 3 1 0

Totals 27 6 9 Totals 23 4 4
a-Struck out for Smith in seventh
Marion 0 0 0 0 0 0 4-1
Bonduel 2 0 2 0 0 0 X-5

Weyauwega vs. Iola

AB R H AB R H
Boushier, 3b 0 0 Hoyard, ss 1 0 1
Crossman, p 3 0 1 Larson, 2d 2 0 0
a-Zempel, 0 1 Myers, c 2 2 1
Kamp, ss 2 0 0 Helgeson, p 3 0 1
Stolzman, p 3 0 0 Gierhart, lf 2 0 0
Lookout, 1 0 0 Nogueras, b 2 0 0
Trotter, 1b 2 0 0 Mortens, 1b 2 0 0
Paschke, 2b 1 0 0 Koehler, 0 0 0
B-Zemple, 1 0 0 Bestul, 0 0 0
Beum, 2 0 0 Marquart, 1 0 0

Totals 25 0 5 Totals 20 11 11
a-Few for Grossman in seventh
b-Struck out for Martin in seventh
c-Walked for Dorcas in seventh
Wittenberg 1 0 0 4 3 0 2-11
Manawa 0 0 0 0 0 0 0

Fights Last Night

Jeannette, Pa. — Bobby Gordon, 160, Charleroi, Pa., stopped Al Hauser, 138, Philadelphia, 10.

Halifax, N. S. — Richard Howard, 138, Halifax, outpointed Baby Beau Jack, 132, New York, 10.

Square Stance Is Best for Long Shots

By Dr. Cary Middlecoff

Patient's Complaint: Stance Uncertainty

Diagnosis: Too Much Experimenting

Treatment: You hear and read a lot about the square stance, the open stance, and the closed stance. And you've probably wondered which is best.

First let's be sure we understand our terms.

Square stance: the feet are

parallel to each other.

Open stance: the left foot is

withdrawn two to four inches

from the right foot.

Closed stance: the left foot is

advanced two to four inches

ahead of this line.

From the full drive down time, Torre came up with a

tremendous back-handed run through the full 5-in shot, use

the square stance. For the saving stop as the Cards threat-

shorter shots use a slightly op-

ened to tie the game in the eighth. And he had a pair of

hits and three runs batted in.

On the long shots you want

a full turn on the backswing.

but you still must have the left

hip out of the way when you

come through on the down-

swing. The slightly open stance

is an assist in getting the left

hit out of the way.

(Copyright 1958)

even — that is, a line drawn

from the tip of the left toe par-

Haze has been in an extend-

ed hitting slump and riding the

right foot.

Open stance: the left foot is

to play and he drove in three

runs as he went 3-for-5 at the

plate.

Closed stance: the left foot is

advanced two to four inches

ahead of this line.

From the full drive down time,

Torre came up with a

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They'll Do It Every Time

BULLFONEY NEVER LETS UP NAME-DROPPING THE BIG SHOTS WHO ARE HIS THICK-AND-THIN PALS ...

THE FUPONDS? I KNOW EVERY ONE OF 'EM—PLAYED POLO WITH YOUNG PIERRE! HORACE HAMM, THE MOVIE ACTOR? I GOT HIM HIS START! HENRY LIZZY? HE'S ONLY MY BEST FRIEND!

BUT WHEN HE'S NEGOTIATING A TOUCH DOES HE GO TO THE MILLIONAIRES HE MENTIONS? GIVE A SEE--

BUT IT'S ONLY TILL NEXT WEEK OR SO—WELL, THEN HOW ABOUT SEVENTY-FIVE? FIFTY? TWENTY? I NEED CAB FARE ...

B-BUT—E-EH—



By Jimmy Hatlo

Thomson Called

A Key Factor In Cub Success

Tightens Up Defense, Hits 3-Run Homer Into Strong Wind

Chicago — The combination of veteran slugging power, fearless young pitching and a gamble here and there has the Chicago Cubs on top in the National league race.

The Cubs have had heroics aplenty in piling up 12 victories in their first 19 games. One day it's the booming bat of Walt Moryn, the next it's Ernie Banks or Lee Walls or Dale Long or Bobby Thomson.

Share Heroes' Circle

Rookie pitchers have been coming through in fine fashion. In fact, the Cub aces of 1957 — Dick Drott and Moe Drabowsky — have contributed very little.

Glenn Hobbie, a 22-year-old rookie right-hander, and Thomson, the 34-year-old who authored the home run which was heard around the world in 1951 when the Giants defeated Brooklyn in a pennant playoff, jumped into the heroes' circle Tuesday in a 4-0 victory over Cincinnati.

Things weren't always like that.

Tris Speaker, one of the seven men to hit safely 3,000 or more times in the majors, is here with the Cleveland Indians. Happy to see Musial closing in on the 3,000-mark,

"I never thought anybody would be able to hit one out in that gale," said Manager Bob Scheffing.

Most experts give Thomson a lot of credit for Chicago's fast start. "It's the first time this club has had a major league center fielder since Andy Pafko," said one coach. "It gives us the strength we need up the middle."

Thomson was obtained from San Francisco for Bob Speake and cash.

Thomson, pleased about being with the Cubs, thinks the team is not only stronger than last year but will cause trouble all season.

Attempt to Breed Red Canary Revealed

Nutley, N. J. — Rudy Klemm may make the "little yellow dickie bird" a thing of the past. He's trying to breed a bright red canary.

Klemm has assembled about six South American canaries for cross-breeding. Averaging about a chick a month, Klemm figures it will take his pets about five to 10 years to come up with an all-red canary.

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Paper Says Wilt and Other Stars Will

Barnstorm as Pros

Lawrence, Kan. — There is a plan afoot to send Wilt Chamberlain and several other star basketball players on a barnstorming tour of the United States and Europe this summer as professionals, the Lawrence Journal-World has reported.

The Journal-World said it understood the tour's sponsors are trying to bolster Chamberlain with such stars as Elgin Baylor of Seattle, Guy Rodgers of Temple, John Crawford of Iowa State, Bob Boozer of Kansas State and Oscar Robertson of Cincinnati. Chamberlain, Baylor, Rodgers and Robertson are All-America players.

"I think we have a good chance to finish in the first division," he said. "Frankly, when I took over the club last winter, I didn't believe we would finish any higher than our sixth place finish in 1957."

"The way we looked in spring training scared me to death. It was the worst looking club I'd ever seen. The pitching was horrible. The hitting was worse."

"But after we weeded out some of them and Bobby Bragan got what constituted his team, we began to look better. I honestly believe that we can build the team up—if the fans will be tolerant—to the point where we will become a contender within the next year or two."

Prominent in Lane's plans are such young Indians as Carroll Hardy, Gary Geiger, Dick Brown, Bill Moran, Russ Nixon, Jim Grant, Rocky Colavito and Roger Maris.

land club, trying to improve their hitting.

Speaker finished his great career in 1928 with a total of 3,515 hits and a lifetime average of .344 for a seat in the Hall of Fame.

"I couldn't tell you when I hit it or where or who the pitcher was," said Speaker, to the Tribune. "It more hits was Ty Cobb with 4,191. Others in the group: Nap Lajoie (3,251), Paul Waner (3,152), Honus Wagner (3,430), Eddie Collins (3,313) and Cap Anson (3,031)."

Russian Fans Were Almost Too Polite, U. S. Cager Contends

Moscow — The one thing American basketball players missed on their just-completed tour of the Soviet Union was the good old U. S.-style "razzberry."

No boozing by Russian spectators, no barracking. No show of favoritism.

"The Russian fans were almost too polite," said Bert Born, star of the Peoria, Ill., business college team. "When they lost, the crowds still cheered us."

Relations were so good between the two teams during the 10-day visit that the Americans immediately invited the Russian star of the Peoria, Ill., business college team to play in the United States next winter.

"We sometimes felt we ed States next winter. We were playing some other Preliminary games were made for a series of U. S.-Russia."

The girls found the Sovietsian games, starting Feb. 1



A University of Wisconsin class in landscape architecture visits Outagamie County Plamann park near Apple Creek to give the county help in planning for the 113-acre site. The park is open to the public now, but there are no facilities. Shown at the site are, left to right, Freedom Supv. Joseph Weyers, chairman of the county board's committee on the park; G. William Longenecker, UW professor of horticulture and landscape architecture, and John Gillespie, Appleton, Ann Otjen, Elmwood, and John Huhr, Menasha, students in Prof. Longenecker's class. After studying aerial photographs, topographical maps and their visit to the site, Prof. Longenecker and his class will submit a plan to the county. (Post-Crescent Photo)

Cato Company Low Bidder on Storm Sewers

**Will be Recommended
For City Contract at
Council Meeting**

Brennan and Rolland Excavating, Inc., "Cato," the low bidder. Tuesday was recommended by the board of public works to install \$34,267.30 worth of storm sewers this year.

Most important of the projects included in the list ties in with the College-to-Candee high level bridge construction, scheduled to start later this year. Sewers will be laid from N. Rankin street to N. Green Bay street on E. College avenue and from E. College to N. Jennie street on N. Green Bay. The other locations:

N. Ballard road from E. Marquette to south of Highway 41.

E. Marquette from 300 feet east of N. Bay street to N. Ballard road.

N. Oneida Street

S. Carpenter street extended from E. South River street 200 feet south.

E. Harrison street extended from 600 feet east of S. East street to 700 feet east of S. East.

W. Foster street from 250 feet east of Maplecrest drive

to Maplecrest drive.

N. Oneida street from McArthur street 400 feet north.

River drive ravine near Ravinia place.

E. Byrd street from N. McDonald street 350 feet east.

S. Ritger street from E. McKinley street to E. Goodall street.

E. Calumet street from S. Telulah avenue a block east.

S. Telulah from E. Calumet a block north.

E. Fremont street from S. Kernal avenue to S. Walden avenue.

S. Walden from E. Fremont 1,200 street south.

W. Taylor street from N. Douglas street to N. Elinor street.

Other Bidders

Other bidders and their prices:

A. J. Kienast and Sons, Oshkosh, \$45,978.46; Lloyd Kispert and Son, Green Bay, \$38,926.30; John McHugh, \$50,174.20; Charles A. Green and Son, Inc., \$37,229.95; Gresl Construction company, \$46,404.40; Central Construction corporation, Oshkosh, \$62,477.25; and Van Daalwyk Construction, \$46,445.50.

Bids of Van Daalwyk, McHugh and Gresl for sewer and water laterals' work on various streets were referred to Director of Public Works Edwin J. Duszynski for tabulation and a report at next Tuesday's meeting.

Roland Hopfensperger was awarded the contract for closing of transoms and windows at city hall. He bid \$1,475. Al Utzschneider and Sons quoted \$1,628.50.

Peterson Press was awarded

the contract to publish city directories for \$335 for 48 pages

city needs.

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W. Foster street from 250 feet east of Maplecrest drive

Roger LaBerge Named Head of Barbershoppers

Roger LaBerge has been named new president of the Appleton chapter of Barbershoppers. He will serve with John Kitchell, vice-president.

Don Cyr, secretary, and Clyde Schumacher, treasurer.

The songsters will appear to-

night at a meeting of the American Legion at the Legion Memorial building, and will perform Thursday night for the Golden Agers club at Jefferson school.

The group will hold its annual barbershop quartet concert at 8 o'clock Saturday night, May 24, at Appleton High school auditorium. Six national barbershop quartets will appear with the local chorus on the program entitled "Quartet Harmony Concert."

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The Post-Crescent's bid for publication of council minutes and legal notices was referred to finance committee.

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The Post-Crescent's bid for publication of council

Lawrence Says: America Gets Example of Red Culture Trade

Russia Sent Liar,
Expected U. S. People
Would be Fooled

BY DAVID LAWRENCE
Washington — America has just been given a tragic example of what the Soviet government means by "cultural exchange." It sent to the United States a consummate liar—with the confident expectation that many Americans would be fooled or duped.

The story starts with an innocent effort by a Chicago bus driver who wanted, as a gesture of international good will, to arrange a visit with Russian war veterans who had fraternized with American soldiers at the link-up of the two armies at the River Elbe in World War II. It wasn't an official exchange, but the American government granted the visas anyhow. The Soviet radio exploited the visit as an example of Soviet-American "solidarity."

The five Russians—handpicked by the Moscow government—came to the United States on April 23 and were in Washington and then New York city until April 30, when they flew back to Moscow.

Heads Group
Boris Polovoy, chief of the union of Soviet writers who had come to America in 1955 as the spokesman of the Soviet delegation of newsmen, was again the head of the visiting group. He came and departed without being asked the big question that has been raised in cultural circles about the punitive measures taken by the Soviets toward writers who do not agree with their government.

The facts about this attitude had just been set forth in a book by Howard Fast, the novelist whose works have been widely circulated by the communists throughout the Soviet Union but who now has broken with the communist party. In his book entitled, "The Naked God," Fast tells of an episode that took place at a gathering in New York attended by Polovoy on his visit to the United States two and a half years ago. The ex-communist writes:

"Someone asked Polovoy whether he couldn't provide us with some information concerning the Jewish writer Kvitsko. It was explained to Polovoy that for some time now rumors had been circulating to the effect that Kvitsko, among other Jewish writers, had been arrested and subsequently put to death. Could Polovoy settle these rumors once and for all?"

"Polovoy said that he could. The rumors were, of course, the usual anti-Soviet slanders. Fortunately, Polovoy said, he was in a position to refute them, for Kvitsko was at present living in the same apartment house as he. Polovoy: 'Could there be a better denial of any rumor?' he asked.

"We were relieved and delighted. We asked what Kvitsko was doing, and Polovoy said that he was finishing a translation and planned a new book after that. He also added that he had seen Kvitsko before leaving for America and that he, Kvitsko, had asked Polovoy to convey his very best regards to friends in America.

Kvitsko Dead

"So Polovoy answered, and this was witnessed by too many people that night to be denied. But after Polovoy had gone home, after the twentieth Soviet congress, we learned via a Jewish-Polish communist paper that Kvitsko had been dead for years beaten and executed even as Feller had been, even as Bergson,

"I say: may all the implacable justice of time and history be visited upon those who not only murdered men and artists but who gutted the soul of such a man as Boris Polovoy. For it was not merely that he told a tragic and grotesque lie; his intention was the summation of what the communist party does to a writer."

Since that book was written the Soviet "Literary Gazette" has published an extremely vicious antisemitic tirade against Fast. His own letter written in March 1957, pointedly asked Polovoy to explain the lie he told about Kvitsko. But the letter wasn't answered, nor was Fast's communication published in the "Literary Gazette" or

anywhere else in the Soviet Union. Any limitation on the freedom of our press."

Perhaps the boldest lie Polovoy told was in an interview these "cultural exchanges"? So published in "U.S. News & World Report" on Nov. 11, 1955, represent over their own radio as the Soviet delegation of newsmen, he was asked—supposedly accepts the Soviet defense department asked: "Is there freedom of the viewpoint on communism—all press in the Soviet Union?" designed to weaken the hopes of the Soviet people that they to build reserve training facilities, costing \$30,140,000. Unquestionably, The tone of might someday gain the moral ties costing \$30,140,000. The question indicates that you support the United States in doubt this. I must tell you that their efforts to get rid of deserts include an air force facility at Milwaukee's Mitchell Field, costing \$173,000; and actions were voted.

(Copyright, 1958)

2 State Projects In Proposed U. S. Defense Facilities

Washington — Two Wisconsin Air National Guard, Navy and Marine corps.

Monday's request included projects for the U. S. Air Force, Air National Guard, Na-

vy and Marine corps.

Washington — Two Wisconsin Air National Guard, Na-

vy and Marine corps.

Wednesday, May 7, 1958 Appleton Post-Crescent B 12

Soviet Army Truck All Tangled Up in Red Tape, Taxes

BY CARL HARTMAN

Budapest — It was a sor-

ry day for the Szabadsag-

hos farm cooperative when it

bought a second-hand truck

from the Soviet army.

The cooperative—it's name

means "Freedom Fighter"—

expected bill of more than \$3,-

000 for customs duty. It ap-

peared standing in the garage.

Several months ago it

acquired a 5-ton vehicle from paid Hungary any customs out what to do with it.

the local Russian garrison for when they brought the truck in—
25,000 forints, just under \$1,- to the country.

The cooperative's leaders tried to argue their way out of

the predicament, but only suc-

ceeded in getting the duty cut

to \$2,000. In despair they offered to sell the truck to the auto

Everything seemed settled monopoly. Officials said they

until Hungary's auto trading would gladly buy it—for less

than \$800. Meanwhile, the truck has

been standing in the garage.

Hungary's auto trading would not while its owners try to figure

out what to do with it.



THUR.
FRI. & SAT.

DEMONSTRATING and SAMPLING

PORK SAUSAGE
COLD CUTS 9 Varieties
6 oz. pkg. 45c
35c

PARK 'N' MARKET
MINUTE STEAKS 10 for 2½ oz. 89c | SKINLESS FRANKS 49c
3 lb. Limit No Dealers

Lilly "B" Brand
BUTTER lb. 57c

BETTY CROCKER

CAKE 'N FROSTING 5 \$1
Devils & White 6¢ Coupon in Each Box

Sealed-in Bartlett
PEARS 29 oz. 29c

HUNTS 6 12 oz. \$1
Chili Sauce

Real Gold
ORANGE 2 33c

SPECIAL PURCHASE

CANNED POP 6 12 oz. 39c
ALL FLAVORS — WHILE IT LASTS

BRING YOUR COUPONS ALONG

1400 N. MEADE STREET
Open Daily 8 a.m. to 9 p.m. — Sunday 8 a.m. to 6 p.m.
"YOUR" to Better Living With NAME BRANDS FOR LESS!
Courteous, Friendly Service — Always! "EASY TO PARK 'N' MARKET!"

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Several months ago it

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Welcome and Good Luck, Fox Cities Foxes

PARK 'N' MARKET MOTHERS DAY SPECIALS



There isn't a mother in the whole world who wouldn't cherish a fabulous flowering plant from our huge selection. Nowhere in the Valley can you find a more complete selection, more sensibly priced or of higher quality. We positively guarantee to please every purse and desire.

FRESH CUT FLOWERS
and PLANTS
PRICED FROM
39c to 400

Featuring roses, hydrangeas, azaleas, geraniums, dish gardens, gardenias, coladiums, gloxinias, mums, violets, combination plants, fuchsias, etc.

SEE PARK 'N' MARKET ALWAYS
"FIRST WITH THE FINEST"

U. S. No. 1 Baking Potatoes

IDAHOS 10 lbs. 69c

Extra Fancy Slicing
CUKES each 5c

And From Our Delicatessen

Potato Salad 29c

Mild Brick 8 oz.

CHEESE 19c

BRIQUETS

Charcoal 10 lb. 69c

PARK 'N' MARKET
SUPER SAVINGS MARKET
BETTER BRANDS FOR LESS

Make Every Day
Mother's Day

RENT A PIANO OR ORGAN
FROM
HEID MUSIC CO.
Piano and Organ Dept.
Open Morn. and Eve.
300 E. College Ave.

We're Celebrating Our 36th Anniversary at Red Owl!

PRICES EFFECTIVE: Neenah - Kaukauna - Appleton

FRESH CUT, DE-E-ELICIOUS



PORK LOINS

LOIN HALF

RIB
HALF
LB.

49c

LB. 55c



CHOPS

LEAN
CENTER CUT
PORK
CHOPS

LB.

69c

Frozen Fresh!	
RED OWL FROZEN, MINUTE STEAKS	1 1/2-LB. PKG. 89c
TRULY FRESH, BREADED LAMB PERCH	LB. 59c

FARMDALE, NO. 1 QUALITY

SLICED BACON

1-LB.
CELLO 59c

ARMOUR'S STAR

SKINLESS FRANKS

2-LB.
CELLO 89c

GIANT OUTDOOR PRIZE CONTEST!

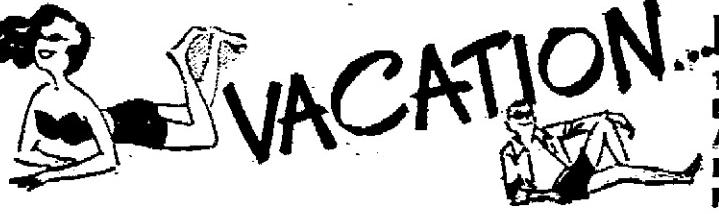
GET YOUR FREE ENTRY BLANKS AT RED OWL! NO OBLIGATION, NOTHING TO BUY!

GRAND PRIZE:

Crestliner 15 ft. "VOYAGER CRUISER"

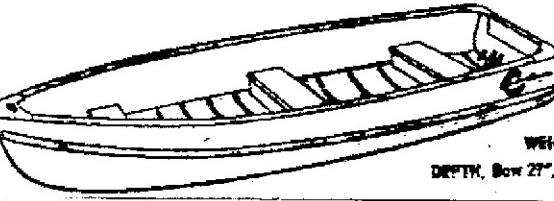
Plus 28 H. P. MERCURY MOTOR &
TWO WHEEL TRAILER FOR HAULING

3-WINNERS



VACATION...FOR ONE FULL WEEK
THIS INCLUDES THE ENTIRE FAMILY AT EITHER BREEZY POINT LODGE AT BRAINARD, MINN. OR AT IZATY'S LODGE AT ONAMIA, MINN. WITH EVERYTHING FREE... LODGING, FOOD, GOLF, FISHING, ETC.

2nd PRIZES



3rd PRIZES

14 FT. CRESTLINER
SUPER SEAMAN
6 H.P. MERCURY MOTOR AND
2 WHEEL TRAILER FOR HAULING

You may win this beautiful Cruiser!
THIS CONTEST EXCLUSIVE FOR WISCONSIN AREA ONLY



Fresh Fruits' and Vegetables

36th Birthday Specials Now at Red Owl

FREE COFFEE MUG

(IVORY WHITE)

WITH EACH 1-LB PURCHASE OF ANY

RED OWL BRAND COFFEE

HARVEST QUEEN

COFFEE

Drip
Star Reg.

LB. TIN 89c

CHEESE

MILD TASTY
COLBY
LB. 49c

ING. OR Drip Coffee

HILLS BROS 1 LB. 93c

RED OWL

PLUS Drip

Beverages 3 24-OZ. BTL. 35c

TABLE TOPS FROZEN

GRAPE JCE. 6 4-OZ. CANS 89c

NORTHERN, WHITE, PINK OR YELLOW

TISSUE 4 ROLL PKG. 35c

HEINZ (FAMILY SIZE)

KETCHUP 20-OZ. BTL. 35c

RED OWL PURE,

GRAPE JAM 4-OZ. JAR 79c

LEPTON'S CHICKEN NOODLE OR TOM. VEG.

SOUP MIX PKG. OF 3 37c

NESTLE'S

MORSELS 6-OZ. 12-OZ. PKG. 49c

HERSHEY INSTANT

COCOA 1-LB. PKG. 45c

PURE VEG. SHORTENING

CRISCO 2-LB. TIN 89c

PIZZA RED OWL FROZEN
MUSHROOM 10-OZ. PIE 59c

Red Owl Oven Fresh Bakery

MACAROON HARVEST QUEEN, SLICED

BUNS HAMB. OR CONEY PKG. OF 2 23c

DONUTS HOME STYLE PKG. OF 6 25c

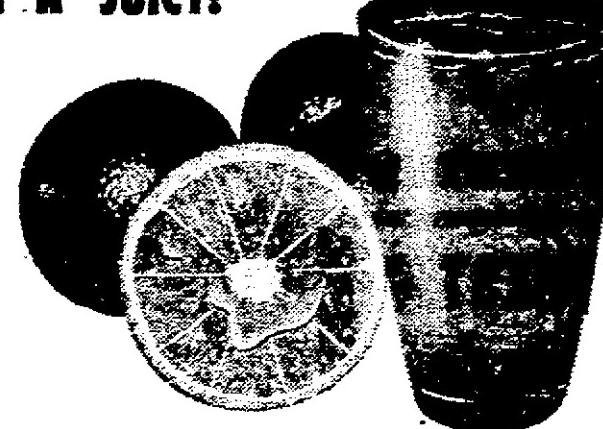
HARVEST QUEEN, ENRICHED

BREAD 1 1/2-LB. SOFT 21c

ORANGES
CALIF. VALENCIA, SWEET N' JUICY!

2 DOZEN

89c



KEEP
AMERICA
BEAUTIFUL...
Says "SMOKEY"



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Cattle Men Build Trouble in Practice of Withholding Stock

Marketing Service Sees Crash in Manner Prices Being Kept High

BY OVID A. MARTIN
Associated Press Farm Writer

Washington — The Agricultural Marketing service reports the cattle industry — now riding a wave of favorable prices — may be expanding too rapidly for its long-time good.

The service said cattlemen are withholding a considerable number of meat animals for use in building bigger herds. This holding operation tends to reduce meat supplies below what they should more normally be with prices being held relatively high.

"The withholding occurs after two years of reduction in numbers of cattle and production of hogs," the agency said in a livestock situation report.

Make Price Boom

"With slaughter supplies tending downward, and consumer demand for meat weakening only a little, the immediate result of withholding is to create a price boom. The boom feeds itself; each rise in price stimulates further holding back, to speed the expansion. This spiral, so dangerous to future prices, may not build as high as some have done previously."

The service said the consequence of too rapid an increase in cattle numbers will not appear height on areas where they

pear for two years or longer; until then, prices will hold up well.

As for expansion in hog production, the agency said significant price effects of any over-production probably would not occur before the fall of 1959.

Supplies of meat for consumption this year may drop, the service said, to a per capita average of 151 pounds compared with 159 last year. It said prices of meat at retail may recede only moderately from their early spring level.

Tree Growth Assisted by Fertilizer

An application of fertilizer can increase tree growth in a forest plantation, just as it can boost crop yields. But whether or not it would be a paying proposition isn't clear yet.

University of Wisconsin forest soil researchers H. H. Krause, R. C. Dosen, and S. A. Wilde got

Members of the Working Woodchucks, Brothertown 4-H club, were among the several hundred Calumet county 4-H youth who helped plant 3,500 trees and flowering shrubs at the county park. From the left, Clifford Baltz, Delmar Lavey, Lowell Pierce, club agent, Barbara Tasch and Judy Goetsch are shown at work. During the last 11 years 4-H members have planted almost 40,000 trees at the park. Survival has been estimated at about 60 per cent. (Sebora Photo)

broadcast nitrogen, phosphorus, potassium, and magnesium tree diameter over unfertilized nesius per acre fertilizers two years ago. These plots, on jack pine, the fertilizers produced less response. Ammonium nitrate and urea side dressing on young plantations ranged in age from two to 15 years. On the average, each treatment added 50 pounds of nitrogen to the height of trees for two years available after application, the research

cast in an older red pine stand, phosphorus, 100 pounds of potassium point out.

The conventional picker still has a place in the picture. Andrew said, although it may seem crude compared with a self-propelled combine with corn head attachment to harvest shelled corn. New machines can cut harvesting losses by early harvest and mechanical drying. But the cost may be high.

Harvesting with a conventional picker and trailing sheller gives most flexibility, according to Andrew. The farmer can harvest his crop either as ear or as shelled corn simply by putting a sheller between the picker and the wagon.

The County Agent Answers

What are the small reddish-brown mites now observed in houses?

This insect is the clover mite. New structures with new lawns and other plantings are affected most. This insect is harmless except it leaves a stain when crushed.

How can the clover mite be controlled?

Spray thoroughly all plants and grass for a distance of 20 feet from the building. Also treat the foundation and walls, including lower window sills. The recommended insecticide is Malathion, applied as a spray. Repeat the application in 10 to 14 days.

How can you control silverfish?

To control silverfish, you must spray every crack and crevice in the entire room. The diet of the silverfish includes books, pictures, cotton, linen, rayon, silk, and nylon. Spray with a residual insecticide which will contain DDT, Perthane, or Stropane. It is best to check the container for the ingredients of this oil base spray.

Plan to Form PTA

Stockbridge — Parents will form a parent-teachers association at a meeting at 8:15 Friday night at Stockbridge High school.

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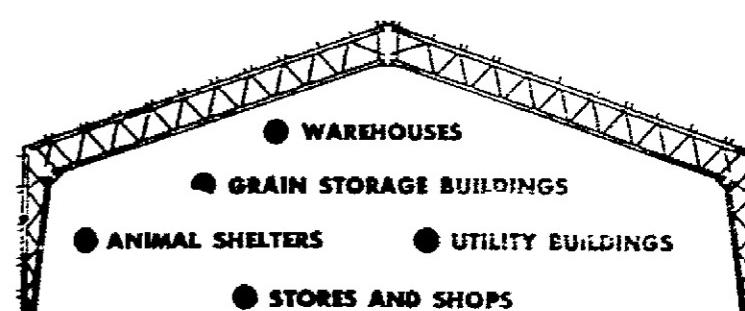


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Wednesday, May 7, 1958 Appleton Post-Crescent B 14



Tree Growth Assisted by Fertilizer

"With slaughter supplies tending downward, and consumer demand for meat weakening only a little, the immediate result of withholding is to create a price boom. The boom feeds itself; each rise in price stimulates further holding back, to speed the expansion. This spiral, so dangerous to future prices, may not build as high as some have done previously."

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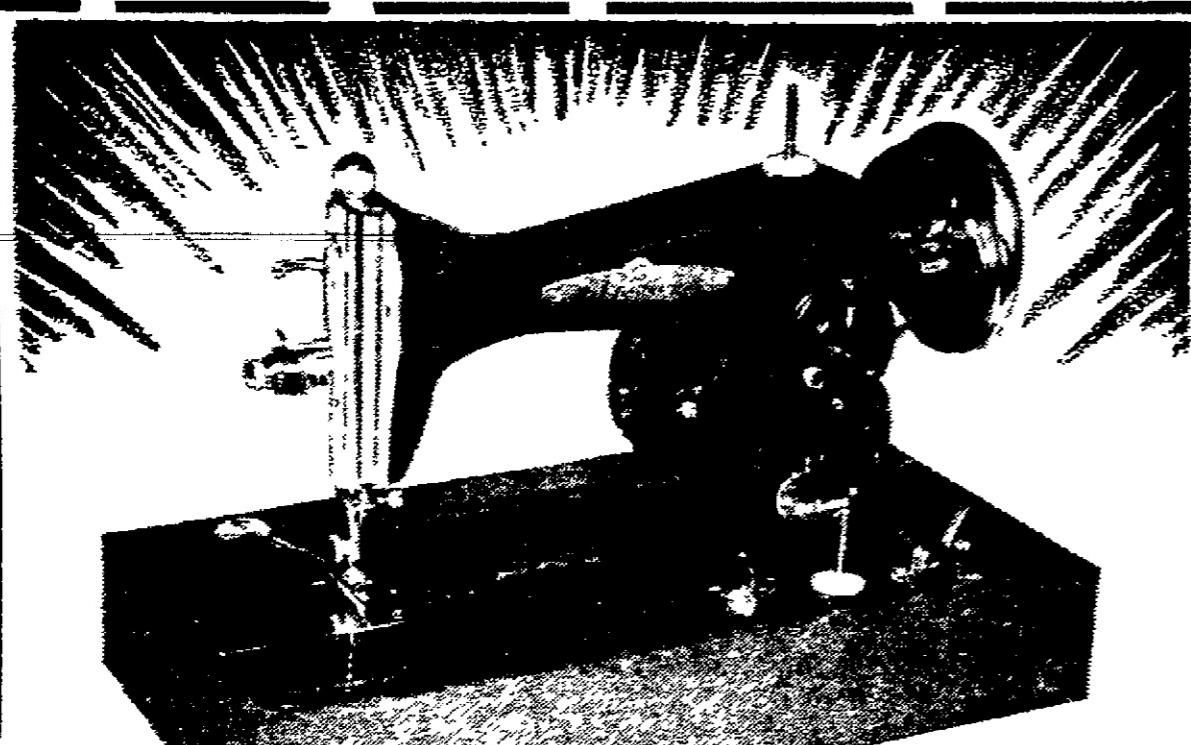
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Children Can't Work in Fields In School Hours

Federal Act Demands Class Attendance for Youth Under 16 Years

Wisconsin farmers and growers hiring workers to tend the springtime crops were reminded today that the Fair Labor Standards act prohibits work by children under 16 years of age on farms during school hours.

"The federal law provides children with a priceless commodity — time to go to school," says Duane A. Wendle, regional director of the U. S. department of labor's wage and hour and public contracts divisions, the agency which enforces the act.

The child-labor provisions protect local youngsters and children of migratory workers alike, Wendle pointed out. There is only one exception to the rule prohibiting children under 16 from working in agriculture during school hours of the school district where the child lives while working, he added. The exception is for the farmer's child working on his parents' farm. He also stated that children under 16 may lawfully work on farms before and after school hours, and on weekends and other days when there is no school. **Make Sure of Age**

"The farmer can easily make sure of the age of any young worker if he asks for an age certificate. A certificate showing the young person is old enough for the job serves as proof of age for purposes of the act," Wendle said.

These certificates can generally be obtained from the Wisconsin Industrial Commission, or local officials designated by the commission.

The child-labor provisions apply to farmers who engage in interstate commerce or ship produce in interstate commerce, or to dealers in the same state who shop the produce in interstate commerce.

Minneapolis Minister Visits at Leeman Home

Leeman — Visitors at the Clarence Thompson home were the Rev. and Mrs. William Smith, Minneapolis.

Mr. and Mrs. Wesley Poole accompanied their son, Barry, to the "Let's Draw" awards program at Madison. He is a student at Meadow Grove school.

Observe Crowning Rites

St. John — May queen for the crowning ceremonies at St. John Catholic church was Pat Thiel. Her attendants were Carol Thiel, Phyllis Spang and Delphine Propson. The crown bearer was Ellen Pruess. A living rosary was formed by the children of the parish.

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A Team of Sorrel Mares that has won 13 trophies in horse pulling events in this area in the last four years and was owned by Myron Reiland, route 2, Hortonville, has been sold to Leonard Shay of Germfask, Mich., to be used for a parade and show team. Shay, who owns one of the largest sawmills in Canada, bought a team of dappled grays last year from Reiland that were used in the Centennial parade to draw a float. Reiland is pictured with the sorrel mares that weigh 4,760 pounds and are 8 and 10 years old. (Vance Photo)

Wisconsin Ranks High

Trees for Tomorrow Publication Surveys State's Position in U. S.

Merrill — How does Wisconsin rank in tree planting throughout the nation?

The Badger state is fifth in number of trees planted since reforestation began. However, 10 other states planted more trees in 1957.

This information is from a national survey conducted by Trees for Tomorrow supplies by Trees for Tomorrow, Inc., and reported in the March-April issue of its publication, "Tree year. Four planting machines will be used to plant 700,000 trees on 48 jobs. Costs under

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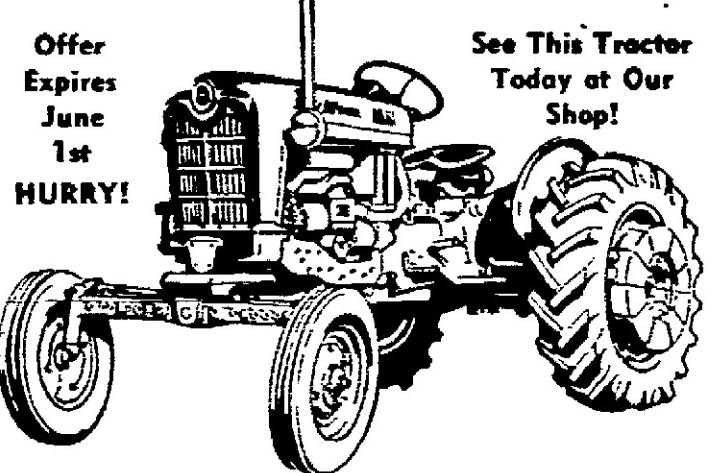
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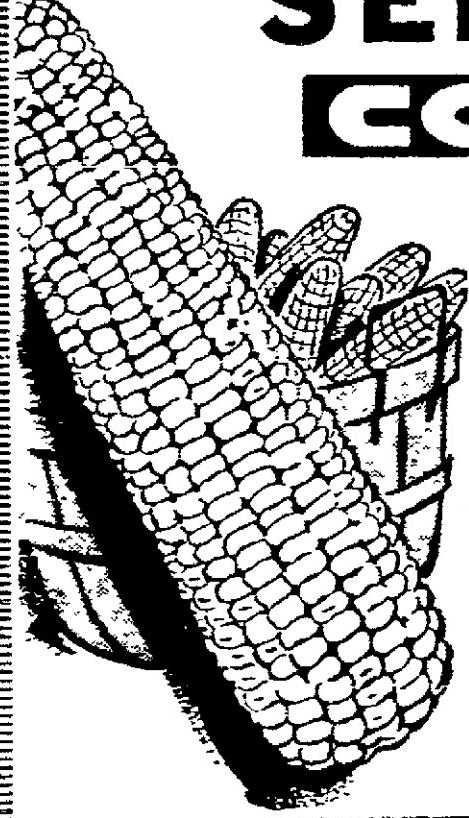
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Migration of City Folks to Farm Area Causes Changes

Rural Neighbors to Settlements Worry About Impact on Life, Taxes

When large groups of people move into a farming area, the farm people living there expect some fairly drastic changes in a wide variety of things, according to a study in such an area by University of Wisconsin rural sociologists.

A. D. Orman and D. G. Marshall surveyed the attitudes which Kenosha county farmers held toward the city people who were moving into the farming area there.

This is a county which has been growing rapidly in population, and where non-farm resi-

nents expect some fairly dramatic changes in a wide variety of things, according to a study in such an area by University of Wisconsin rural sociologists.

Nichols Couple Visits Relative in Milwaukee

Nichols — Mr. and Mrs. Lester Boman and Miss Marcella Hahn visited Boman's sister in Milwaukee.

Mr. and Mrs. Gerald Gomm, Chicago, visited Gomm's sister, Mrs. Nels Nelson.

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Wednesday, May 7, 1958 Appleton Post-Crescent B 17

Booklet Tells Of Canada's Hog Successes

How Canada developed high-quality meat-type hogs, and the problems faced by the United States in swine improvement, are described in a research report issued by the U. S. Department of Agriculture.

The report covers findings of a special mission sent to Canada late last year by USDA to study the problem. The mission found that great improvement in swine quality has been made in Canada since the 1920s, to avoid a threatened loss of the Canadian export market of the Canadian export market of the Canadian export market.

A large number of farmers because that country's hogs (65 per cent to 70 per cent) ex- carried too much fat in com- petency city people moving into parison with those produced in Denmark and other competing areas.

Faced with loss of exports, later made it compulsory, and all the precious resources we

find on our earth have been entrusted to us for our enjoyment and use in securing our living

It is poor stewardship to waste or destroy soil, water,

trees, flowers, wild life, or to pollute our streams.

At St. John's Evangelical and Reformed church, Black Creek, we are receiving 200 3-year-old

Price differentials paid by Canadian packers for high quality hogs are greater than those obtainable in the United States. These higher price dif-

ferentials, partly made possi- bly by more defatting and boning of pork cuts, have helped encourage swine quality im-

provement in Canada.

Broody Hens Put Back to Production By Treatment

An injection of a hormone may prove to be the easiest way to get broody turkey hens back into production, according to tests at the University of

Research by J. L. Adams and R. W. Haller indicates that progesterone hormone is just as good as the present method used to break up broodiness. But the hormone injection involves less handling of the birds.

Presently, broody birds are generally put on wire floors or pens without nests for a couple weeks to discourage brooding. They have to be handled twice—once putting them into the cages and once bringing them out. And they have to be specially fed and watered while they're caged.

Compared Hormones

Adams and Haller compared various hormone injections with the usual methods of breaking up broodiness with turkeys last year.

Half the hens in the 100-bird breeding flock became broody during the experiment.

Broody hens on wire floors or nestless pens came back into production after 16½ days on the average. The hens that got an injection of progesterone

when they started acting broody came back into production on an average of 17 days later.

The researchers also tried in-

jections of diethylstilbestrol and a commercial preparation of this hormone. Neither was as effective as the other methods.

It took an average of 25½ days for the diethylstilbestrol to break up the broody hens; with the injection of the commercial hormone preparation, hens didn't come back into production until an average of 31 days after treatment.

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Black Creek Parish to Receive Trees

Replanting Token Of Observation of Rural Life Sunday

BY REV. ELMER BECKER

Paster St. John's E and R Church

The fifth Sunday after Easter is Rogate Sunday, and many churches observe Rural Life Sunday.

Christians are reminded of their stewardship responsibilities entrusted to them by their Creator. "The Earth is the Lord's."

Rev. Becker is

all the precious resources we

find on our earth have been entrusted to us for our enjoyment and use in securing our living

It is poor stewardship to waste or destroy soil, water,

trees, flowers, wild life, or to pollute our streams.

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On Display... the new MASSEY-FERGUSON TRACTORS

Models "35" — "50" — "65"

Ask for Demonstration

Luedtke Tractor Co.
Hi 41 West of Hi 47 Ph. 3-0337

SATURDAY, MAY 17th

RURAL YOUTH DAY

Farm folks from all areas surrounding Appleton will want to spend Saturday, May 17th, in Appleton. The Appleton Junior Chamber of Commerce is inviting all rural youth under 21 years of age in Outagamie County PLUS those in northern Calumet and Winnebago Counties plus two townships in Brown County to share in this celebration.

The Program for the Day Is:

World's in Mess; Alsop Turns to Bird Watching

Unpaying Garden Tenants Offer Solace,
Interest in Age Beset by Troubles, Woes

BY JOSEPH ALSOP

Washington—Long, long ago, in an ivy-hidden nest high when the United States still above the garden-terrace stood at the head of the world. Somebody, someday, ought to receive an interesting suggestion from a British field marshal's wife who was well-known for her Unpaying Tenants

This reporter do a serious survey of wild life in American cities. (It could be called "The Ecology of Urban Areas," and would then about two weeks to hatch. But they succeeded in their task.

Alsop In those days, it was thought to be

blackly pessimistic to question the good intentions of the late Josef Stalin. Really, it made

very gloomy reading, said the lady. She was asked to suggest

a more cheerful subject for public comment. As she had

taken up life among the leafy branches because she was a

British-style bird-watcher, she among the urban asphalt.

There are no qualms (although great periphery, from Berlin to checks. The number represent-

"Oh," she said brightly, "why, the Swedish embassy always Seoul, and you will see every

not try birds?" used to have at least one covey vital position either decaying covered under Wisconsin's un-

After 12 years, the time has come to take this often-remem- until subtopia swallowed up fast or in deadly danger al-employment compensation law.

their feeding-grounds). But the ready. Go to the west's other

advice. One very good cardinals seem to be preparing citadel in Europe, and you will week that unemployment drop-

reason is simple, unbounded to nest again. With luck, the discov-

admiration for the pair of mocking-bird that has been in crumpling into incibility. Come time since last fall but there

mourning doves that have tri-pecting the place rather care-back to Washington, and you usually is a time lag between

unphamntly reared twin dove- fully will finally decide that the find economic depression plus an unemployment and benefit pay-

lets (or should it be squabs?) advantages outweigh the draw-response to the sharp strategic ments.

backs. And above all, there are challenge of the sputnik that the mourning-doves.

The doves started nesting in early March. They stuck to it were planned before the sput-

grimly, the male on the nest nik's warning.

all day and the female all night through the bitter winds and icy rains and deep snows of this terrible spring. They must have this country re-discovers its old eggs, for their eggs take only

(Copyright, 1958)

In truth, one wishes one could always write about birds, until lost at least two clutches of knack of leadership.

Just the other day, the first

they succeeded in their task.

Here in the tired heart of pierced egg-shell was proudly

Washington, at any rate, you dropped from the nest.

acquire a great many unpaying city garden with a little cover was the wonderful sight of the

Burly For Food Madison — The industrial commission reported Tuesday that a record total of \$6,405,800 was paid in jobless benefits dur-

Aside from the possum that finds food and hurrying back to April to workers covered by

teaches her young each autumn disgorge their crops into the al-

tain, and the squirrels that ly, at this moment, the two

This compares with \$6,248,400 in March and \$2,602,600

once invaded the living-room to young are hopping about on the paid in April a year ago.

The commission said that

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A Safety Plaque Was Presented at Valley Iron Works Tuesday in recognition of 441 days without a lost-time accident in the machine shop. Left to right are Merrill Filz, shop committee chairman; Carl G. Malmberg, assistant works manager; and William T. Berfield, Wausau, safety engineer for Employers Mutual Insurance company. (Post-Crescent Photo)

New York Stock Quotations

At 2:00 P. M. New York Time

Furnished by Wayne Hummer and Co., 123 S. Appleton Street.

A	Firestone	83	Rep Steel	43
Abbot Lab	57	Flintkote	42	Royal McBee
Acme	20	Ford	40	Royal Dutch
Admiral	8	For Dairy	17	S
Air Reduction	56	G	St Regis	32
Alco	17	Gen Dynam	57	Schenley
Alleg Lud Steel	34	Gen Elec	59	Schering
Allied Chem	76	Gen Foods	59	Sears Roe
Allied Stores	45	Gen Motors	38	Sinclair Oil
Allis Chalmers	24	Gen Pub Serv	5	Socody Mobil
Amer Airlines	18	Gen Tel	47	South Pac
American Can	46	Gimbels	27	South Rail
Am Motors	34	Goodrich	57	Sperry Rand
Armco Steel	47	Goodyear	76	Spiegel
Amer Radiator	12	Gt Nor R R	36	Stand Brands
Amer Smelt	44	G C Steel	35	Std Oil Calif
A T & T	175	Gulf Oil	115	Std Oil Ind
Amer Tobacco	85	H	Std Oil N J	54
Anaconda	44	Houdale Ind	16	Stude Pack
Armour	14	Int'l Harv	32	T
Ashland Oil	16	Interlake Iron	19	Sunray
Atch T & SF	20	Int'l Nickel	74	Swift and Co
AVCO	61	Int'l Paper	96	T
Baldwin Loco	112	J	Tenn Gas T	29
B & D	29	J and L	39	Textron Corp
Bendix Avia	48	K	Twent Cent Fx	261
Beth Steel	40	Johns Man	37	U
Boeing	41	Union Carbide	88	V
Bond St	17	Un El Mo	29	W
Bordon Co	67	United Air	62	X
Budd Mfg	141	United Corp	75	Y
Burr Add Ma	304	L	United M & M	132
Butler Bros	261	Lehigh C & H	112	United Fruit
Bell Air	178	Lehman	23	U S Rubber
C	408	Lib Mc N & L	91	U S Steel
Camp Soup	514	Lockheed	45	W
CIT	514	M	Westing Elec	58
Can Pac	251	N	Western Union	182
Case J I	18	Masonite	29	Wilson & Co
Ches & Ohio	54	Mead	34	Wis El Power
Celanese	178	Minn Honey	88	Wis Pub Ser
C M & St P	46	Mont Ward	36	Woolworth
Cities Serv	50	N	Young's S & T	84
Certain-teed	9	Nat Gyp	48	
Col Gas	184	Nat Bis	47	
Col So O	34	Nat Dairy	48	
Comw Ed	48	Natl Distiller	24	
Cons Ed	525	N Y Cent	13	
Container Corp	204	No Amer Av	29	
Coml Solv	118	Nor Pac	38	
Coml Credit	534	Norf & West	58	
Cuti Hammer	461	Ohio Oil	33	
D	34	Olin Math	34	
Deere & Co	39	Pan Amer Air	154	
Detroit Ed	39	Parke Davis	81	
Douglas	59	Penn Dixie	27	
Down Chem	55	Pure Oil	178	
Du Pont	178	Misc Quotes		
E		F W D	10	
Eagle Picher	313	Giant P Ce	183	
Eastman Kod	1062	III Brick	183	
Elg Nat W	78	No Cen Air	24	
Elect Autolite	281	Nuclear	22	
Erie	74	Sper 5½'s	110	
F		Webcor	91	
Fairchild Eng	113	X	N Ill Gas	24
Fedders Quig	13	Bergstrom	172	
Fibre Board P	258	Comb Lks	16	

Firm Wins Shop Safety Award

At 2:00 P. M. New York Time

Furnished by Wayne Hummer and Co., 123 S. Appleton Street.

A safety plaque for operating more than a year without a lost-time accident in the machine shop division was presented

Tuesday to the Valley Iron Works, Appleton, by Employer Mutual Insurance company,

Wausau.

The shop operated a total of

441 accident-free days.

The award was presented by William Berfield, Wausau, the insurance firm's safety engineer.

Other departments cited for outstanding records were in inspection, headed by George E. Hamilton, 1,578 days; tool room, headed by Truman C. Coon, 1,524 days; store room,

595 days; welding shop, 567 days; and maintenance.

Dated May 2, 1958.

By the Court,

STANLEY A. STAIDL, County Judge.

Bradford & Gabert Attorneys,

123 S. Appleton Street,

Appleton, Wisconsin.

May 7-14-21.

STATE OF WISCONSIN

OUTAGAMIE COUNTY COURT

IN PROBATE

In the Matter of the Estate of

AGNES MARGARET WICKESBERG, Deceased.

File No. 19-020

On the application of the executor of the estate of Agnes Margaret Wickesberg, deceased,

of the City of Appleton, Outagamie County, Wisconsin, for the allowance and adjustment of his account and for the determination of his claim for attorney's fees, for the administration of the estate, for the assignment of the residue of the estate, and the adjudication of the determination of joint tenancy of life estate, if any;

IT IS ORDERED:

That the application be heard and determined at a term of the Court to be held in and for the County of Outagamie, at the Court House of the City of Appleton, on the 3rd day of June, 1958, at the opening of Court on that day, or as soon thereafter as the matter can be heard;

That notice thereof be given by publication of this Order for three consecutive weeks, once in each week, in the Appleton Post-Crescent, the first publication to be within fifteen days from the date of service, to every interested person whose post office address is known or can with reasonable diligence be ascertained, at least twenty days before the hearing or proceeding;

Dated May 6, 1958.

By the Court,

STANLEY A. STAIDL, County Judge.

Bradford & Gabert Attorneys,

123 S. Appleton Street,

Appleton, Wisconsin.

May 7-14-21.

STATE OF WISCONSIN

OUTAGAMIE COUNTY COURT

IN PROBATE

In the Matter of the Estate of

JOHN SLATTERY, Deceased.

A petition having been filed,

representing that Mary Brockman,

late of the City of Appleton, Outagamie County, Wisconsin, died testate and praying that the Court

will probate the will, which was filed October 5, 1949, be admitted to probate, and that Letters Testamentary be granted, and for determination and adjudication of herri-

ngs.

IT IS ORDERED:

That the application be heard at

a term of Court at the Court House

of the City of Appleton, Outagamie County, Wisconsin, on the 3rd day of

June, 1958, at the opening of Court on that day, or as soon thereafter as the matter can be heard;

That notice thereof be given by

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AUTOMOTIVE

AUTOS, TRUCKS FOR SALE 13

Better Buys Now At Gustman's

The year's best buys are here right now at the four Gustman used car centers. Lower than ever prices on a complete selection of OVER 1,000 USED CARS! You can't pay less! We give you big dividends to take advantage of both the Better-Than-Ever Low Prices and the Huge Selection now available.

10-1957's

Chevrolets - Oldsmobiles

Mercurys - Fords

2 Doors - 4 Doors

Station Wagons

Lot No. 1 - Downtown Kaukauna

1957 FORD Fairlane 5-Dr.

Fordomatic Power Steering, Power Brakes

Radio, Tires \$1295

1954 BUICK Electra 2-Dr. \$1245

1955 MERCURY Monterey 4-Dr. \$1265

1955 PLYMOUTH Sedan ... \$1145

Lot No. 2 - Highway 41 Kaukauna

1952 CHEVROLET Sedan \$659

1952 DODGE 2-Door \$895

1956 CHEVROLET Sedan \$825

1950 MERCURY Sedan \$895

1956 OLDSMOBILE Rocket 4-Dr. \$1225

Lot No. 3 - Main Street Kaukauna

1956 CHEVROLET 4-Door \$1495

1952 DODGE 4-Door \$895

1952 DODGE 4-Door \$895

1952 PLYMOUTH 4-Door \$1295

1949 FORD 2-Door \$895

18 Used Trucks

1952 FORD 2-Ton 1/2 Platform \$1255

1946 IHC 2-Ton 1/2 Platform \$845

1954 DODGE 1-Ton Dual Cab Rack \$1175

1955 GMC 1-Ton 3/4 Van Body \$755

Weekdays Sat. Sun. 8-8:30 8-8:30 1-4

GUSTMANS

Chevrolet & Oldsmobile

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Excellent condition. Power steering and brakes. Radio. Was \$355. Now \$265

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BEAUTIFUL TUTONE

RADIO AND HEATER

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MASON ST. N.—2 room furnished apartment. High heat, gas and water. Inc. \$25. Due in bus. line. Ph. 2-3245 after 6 p.m.
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Well heated upper 3 rooms and bath. Electric stove, refrigerator, hot water. Garage included. No children. Adults only. \$75. Write Box C-60.
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NEENAH—5 room lower apartment. Please call 2-3528.

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Owner transferred from Appleton makes it possible to have the modern, bright and frame a year old THREE BEDROOM ranch. Charming carpeted living room and dining "L" (drapes also). Full tiled bath. Basement powder room and tiled rec area. Garage and screened porch.

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This Roomy 5 BEDROOM home — located close to school and park—is for you. A 27 Living Room. 16' Dining Room, Kitchen. Large Bedroom and Bath Down. Upstairs 4 Large Bedrooms. An abundance of closet space. Divided basement, gas heat and hot water. Lifetime roofing and siding. 1 1/2 car garage. Priced at only \$14,900.

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4 bedroom home North of city on large 1 acre lot. Full basement and oil heat. Large 28' x 37', 2 story building included in price.

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Like new 3 bedroom 1½ story home. Carpeted living room, 1 bedroom, large kitchen, dinette and bath down. 2 bedrooms up. Basement and Timken oil furnace. Garage, cement drive and fenced yard.

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Six room and bath home. Excellent condition throughout. Oil heat, garage and fully improved lot.

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Spotlessly kept expandable home close to Foster School and Valley Fair Shopping. Newly carpeted living room and dining room. 2 bedrooms, kitchen and bath down. Room for 2 future bedrooms up. Screened porch, attached garage and beautifully landscaped lot.

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New 3 bedroom, close to Golf Course and New Madison Jr. High. Nice room arrangement with oak floor in living room and bedrooms. Built-in vanity in vanity in bath. Poured concrete basement and gas heat and hot water. Large 75' x 150' lot.

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1 year old 3 bedroom ranch on large 64' x 148' lot. Large 20' living room, 3 large bedrooms (master 12' x 14'), built-in vanity in bath, 19' kitchen and dinette. Divided basement, 2 car garage and drive.

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Modern 2 bedroom home, oil heat, aluminum siding, 1 car garage. Low taxes. Ideal location. Inc. 420 W. 2nd St., Kaukauna. Ph. 6-3470.

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3 bedroom colonial home. Carpeted living room, dining room and sun porch, plenty closet and storage space. Double garage.

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Tennessee stone ranch - 14x21 ft. carpeted living room with fireplace. 3 bedrooms with wardrobes closets. Full basement - breezeway and extra large double garage.

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Kitchen, dinette, birch cabinets with formica counter tops, large bedrooms with plenty of closet space. Oil heat. Enclosed stairway with coved linoleum to basement. Built in vanity and bath. Financing can be arranged.

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JACKSON ST. - Selling below replacement cost. New Madison School, large 3 bedroom ranch. Panelled breezeway with fireplace, full tiled basement with powder room and shower. Oil heat, double attached garage, landscaped lot. Improved street. \$12,900.

WINNEBAGO ST. E. - 3½ apartment plus extra garage apartment. Good return on investment. Inc. 100 W. 2nd St., 15,700.

HEINRICH AVE. - Very neat, year old, 2 bedroom ranch. Breezeway, double garage, oil heat, beautiful lot. \$2,900.

MENASHA - New 3 bedroom ranch, oak finish, built-in stove and range, basement recreation room and bar. Attached garage. \$16,275.

KIMBERLY - Just finished, ready to move into 3 bedroom ranch. Oak trim, built-in brick and frame, full basement. Large lot with sidewalks. See us on our. \$15,000.

KIMBERLY - Split level, under construction. 1½ story, \$27,000.

FARO SPRINGS - 7 year old, 2 bedroom house, all oak finish, shot of lake. Cabin to rent out. Boat house. \$12,900.

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"Eddie" Vogt 3-6073

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Associated With a

Real Estate Broker

Phone 3-8317 anytime for appointments

H. P. Meiers Lumber Co.

Associated With a

Real Estate Broker

Phone 3-8317 anytime for appointments

FARO SPRINGS - 7 year old, 2 bedroom house, all oak finish, shot of lake. Cabin to rent out. Boat house. \$12,900.

APPLETON REALTY

310 N. Appleton St. Phone 4-3501

"Ory" Myer 3-9088

"Eddie" Vogt 3-6073

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APPLETON REALTY

310 N. Appleton St. Phone 4-3501

KROEHLER PRICES CRASH AND LEATH SCOOPS UP A SENSATIONAL PURCHASE

Choice of 9 new styles 2-PIECE SUITES AND SECTIONAL SOFAS



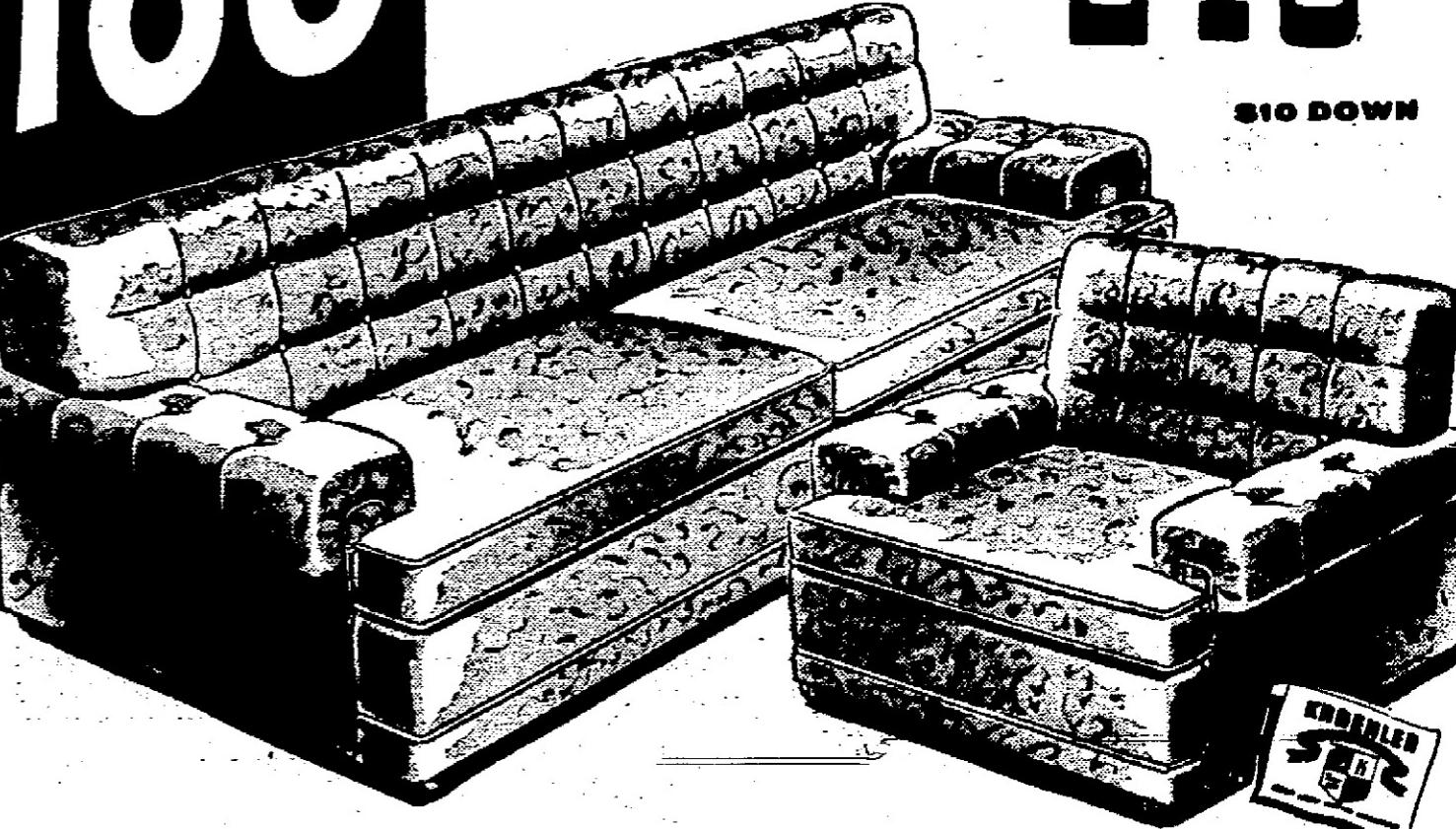
FINE
100%
NYLON
FRIEZE

399⁹⁵ VALUE
299⁷⁵
\$10 DOWN

THE "STARFIRE" is one of Kroehler's finest sets with 3 comfortable units which can be arranged to fit any room. Kroehler "plus-built" construction... with reversible seat cushions, finest spring base, brass-ferruled legs, quality tailoring with diamond-stitched design in back. A cover of 100% NYLON, choice of beautiful colors.

SAVE
\$60, \$80
and even \$100

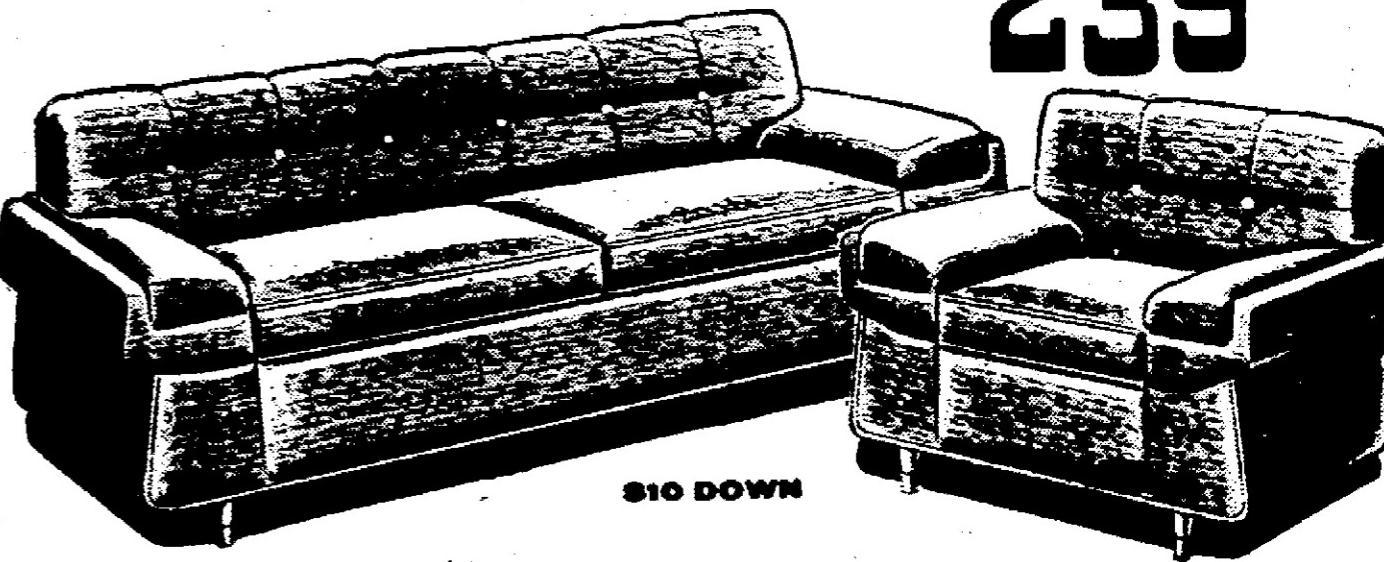
\$10
DOWN
DELIVERS
ANY SUITE



"THE FARLANE" sofa and chair, a smart, modern style with button back, reversible box cushions, turned legs with ferrules... Kroehler quality and comfort at a record-breaking low price. Covered in fine nylon, choice of colors.

219⁹⁵ VALUE
169⁹⁵
\$10 DOWN

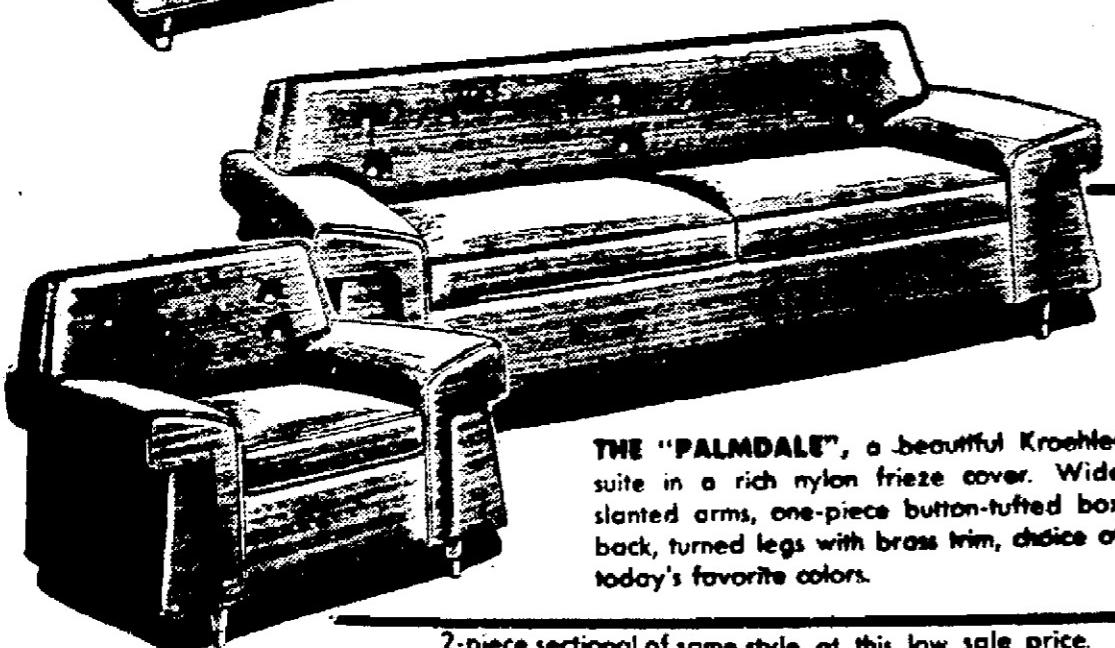
KROEHLER
Plus+Built
CONSTRUCTION



THE "REGAL", a fine suite with wide, comfortable arms, button-tufted back, double-deck springs and brass-trimmed legs. The rich, heavy NYLON cover will give years of service... 2-piece sectional of same style also at \$199.75.

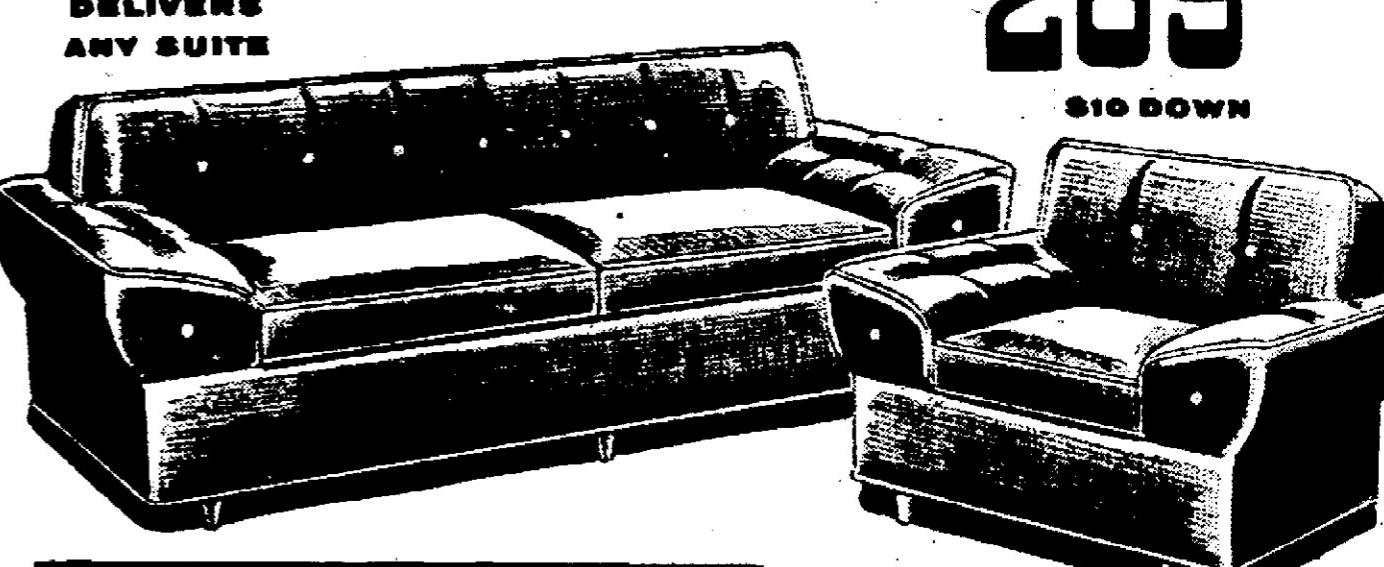
259⁹⁵ VALUE
199⁷⁵
\$10 DOWN

SEE OUR
WINDOWS



THE "PALMDALE", a beautiful Kroehler suite in a rich nylon frieze cover. Wide slanted arms, one-piece button-tufted box back, turned legs with brass trim, choice of today's favorite colors.

269⁹⁵ VALUE
219⁹⁵
\$10 DOWN



Leath's

100% NYLON

Miracle nylon—to resist wear, fading, mildew and moths! In choice of striking colors.

2-piece sectional of same style at this low sale price.

THE BACKGROUND 1000-suite purchase

IN FEBRUARY, when business conditions slowed perceptibly, we had good values, yes, great values... but we needed real "dynamite" to stir up business... We went to Kroehler, world's largest furniture manufacturer, and offered to place the biggest order in our history if they would come up with a spectacular special purchase for our May selling.

THE RESULT

KROEHLER went to work, in turn scooped up a huge purchase of fine nylon and frieze covers, figured right down to bedrock in price... said yes to our 38-store purchasing power... offered staggering discounts for this big Leath purchase. What's more they gave us a great selection of current styles in 2-piece suites and sectionals... By all means, come in and see this wonderful collection of values.

KROEHLER Plus-Built FURNITURE

...New styles, rich covers,
fine frames, matchless values.

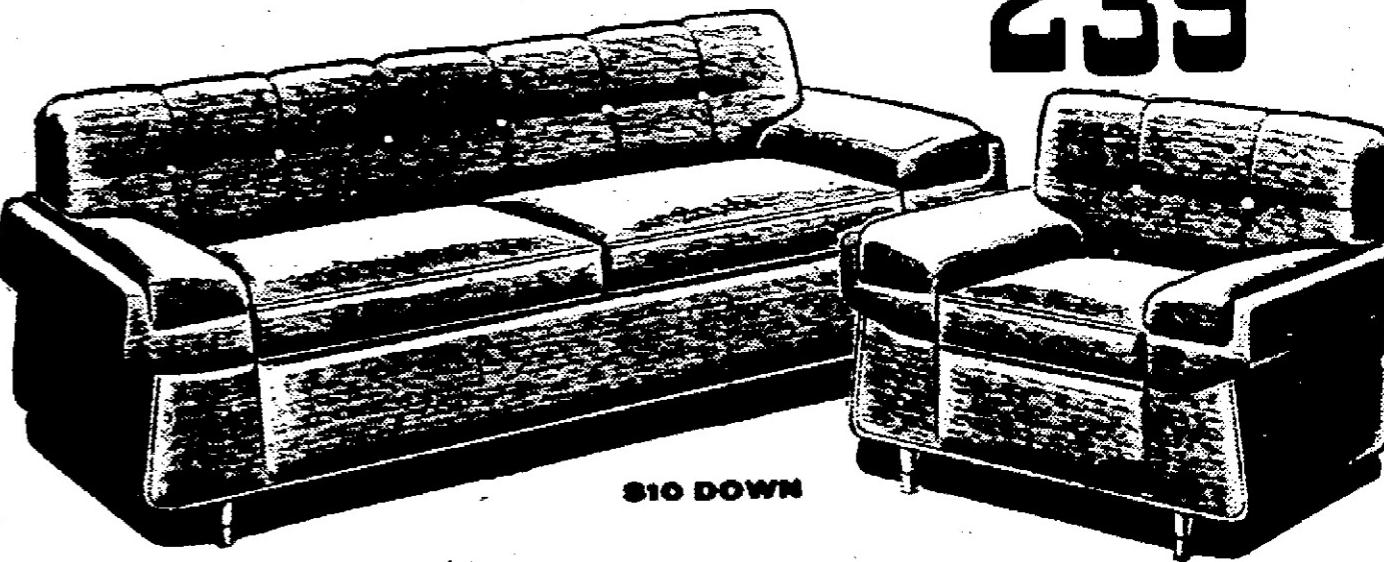
369⁹⁵ VALUE

249⁹⁵
\$10 DOWN



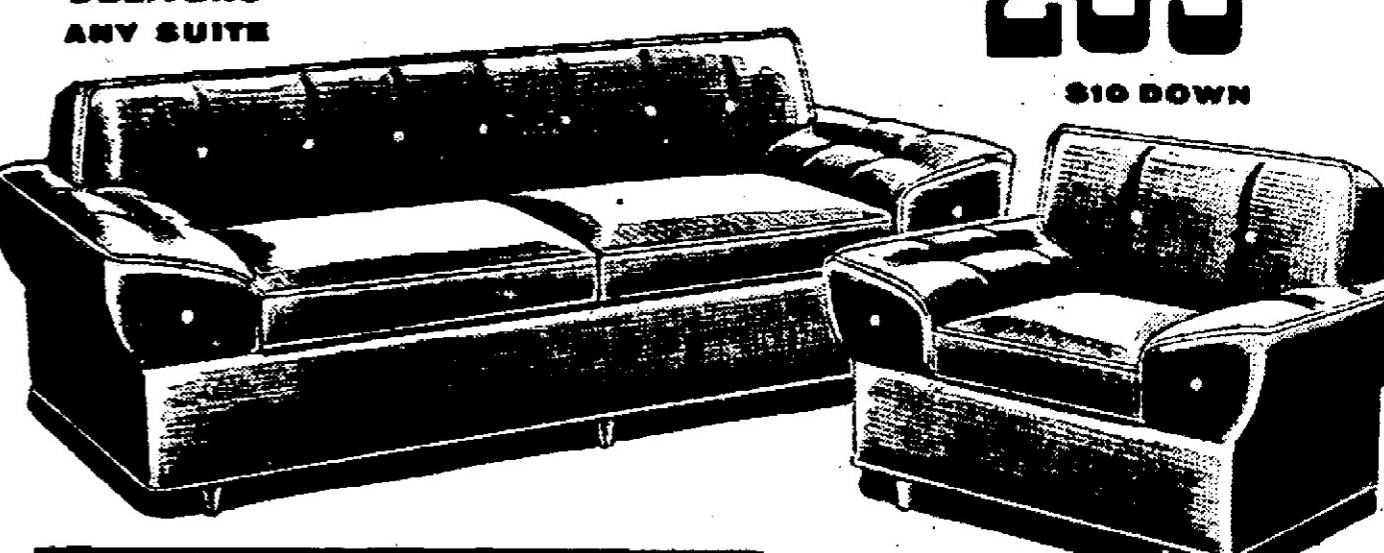
THE "EVERGLADE", a magnificent extra-large suite with modern channeled and buttoned back, pillow-type arms, brass-trimmed legs. Covered in a beautiful deep pile metallic frieze.

299⁹⁵ VALUE
239⁹⁵
\$10 DOWN



THE "BERMUDA", a deluxe oversize suite in fine 100% NYLON, beautifully tufted back and arms with unusual tailoring... Glamorous colors to beautify any room.

329⁹⁵ VALUE
269⁹⁵
\$10 DOWN



(Leath's Offer Complete Carpet Service)

APPLETON

BEST

APPLIANCE VALUES!

better
buy
NOW!

SPECIAL VALUES!
SPECIAL TRADES!
SPECIAL TERMS!

May 8th through the 17th

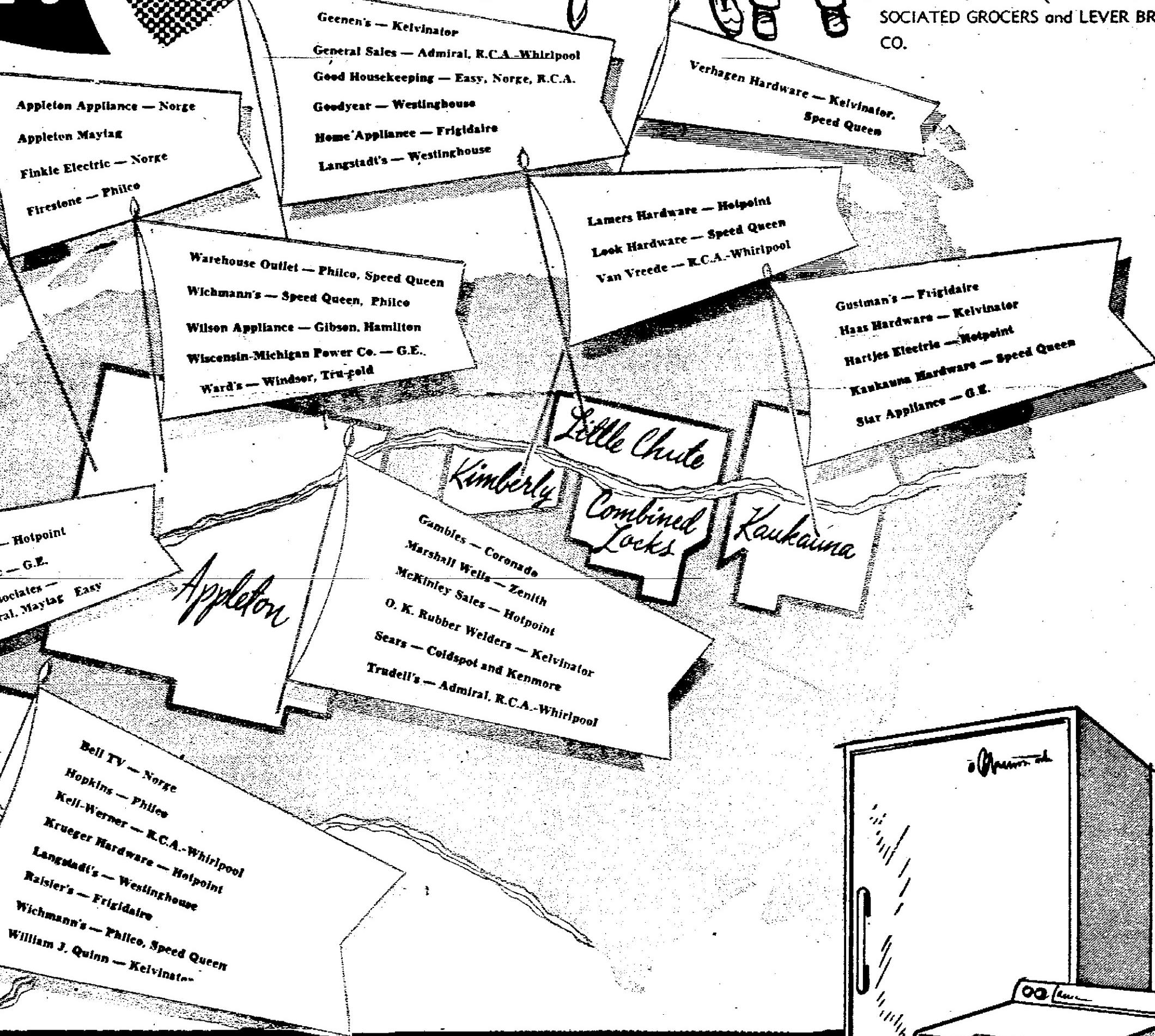
You will want to take immediate advantage of the most exciting sales event ever to hit the Fox Cities! Now is really the time to buy that new appliance you've been thinking about. You can help make sure that the word "recession" is just that and nothing more. The 43 major appliance dealers of the Fox Cities are offering YOU — NOW — the greatest values ever in top quality, work-saving home appliances. You will find the best values ever — the best terms possible . . . for a Better BUY Now! You BETTER Buy Now!



Appleton Post-Crescent
May 7, 1958

Mystery Caller Contest
**WIN A FREE
BAG OF GROCERIES!**

When your phone rings during the next 10 days — answer "BETTER BUY NOW" and win a free bag of groceries donated by KIMBERLY-CLARK, ASSOCIATED GROCERS and LEVER BROS. CO.



Better Buy Now—Win a Houseful of Appliances!

Elsewhere in this paper you'll find complete rules on how YOU can win one or more major appliances — absolutely free! There's nothing to buy, no puzzles to solve. See the rules for

details and then enter TODAY! It's all a part of the **BEST APPLIANCE VALUES — BETTER BUY NOW** program to keep business in the Fox Cities healthy!



Household Appliance Loans Offer Best Financing Deal

Survey of Lending Institutions Show Plenty of Money Available

BY RICHARD GLAMAN
Post-Crescent Staff Writer

Loans for household appliances offer the best financing deal available to Fox Cities residents, according to banks, dealers and other down payment because of his lending institutions. Nothing, trade-in. With the balance of they say, can be financed on \$240 spread over a 2-year period, the monthly payments would be \$11.38. The total carrying cost for the 2-year period would be only \$33. And if it is paid up sooner, the cost is less.

A survey of dealers, banks and loan companies handling appliance loans shows unlimited amounts of money available for this type of loan. Almost anyone with a good credit rating can buy a something over 5 per cent to 8 major appliance and have to pay very little down — even nothing down if he trades in his old appliance.

Terms for such loans general-ly are about 10 per cent down in many other fields. In cases where no trade-in is involved, with the payments spread out over periods ranging up to 24 months and in some cases more. Interest rates of business. While they admit they pocket that are left between carrying charges are as low or make very little profit on this product and the wrapping of loans. All financial institutions contacted made rebates in cases where the loans were paid before the loan period ended.

Financing Methods
Some appliance dealers handle their own financing. Others have arrangements with banks or other financial institutions. The banks themselves make the loans directly to individuals. Better Buy Now" promotion is designed to increase interest in major appliances can be borrowed the money to buy appliances. Bank savings are at all-time high. A recent survey of 11 Fox Cities banks shows savings have increased about 9 per cent, or nearly \$5 million, in the last year.

The "Best Appliance Values" campaign is a great success, especially in the Fox Cities, where the loans are being used to buy new refrigerators, washing machines, dryers, etc.

Many people don't have to borrow on a limited budget.

Freezers Do Better Job if Used Properly

Goods Should be Wrapped Tightly to Preserve Flavor

Some women lose much of the convenience and some of the efficiency of a food freezer by failing to use it properly. Here is some advice on packaging food for the freezer:

1. Always choose cartons and wrappings that are moisture-proof and vapor-proof, easy to handle, seal and label. Materials should be flexible and durable at zero degrees.
2. Wrap all food tightly. "Freezer-burn," which appears as frost or grayish-white spots on frozen food, is caused by air getting to the food.
3. If containers are used, they should be filled to the top and sealed tightly.
4. Use only table-ripe vegetables or fruits that are at the peak of maturity.
5. Fruits should be packaged in meal-size quantities, so there will be no left-overs. Defrosted frozen fruit loses its palatability if left standing several hours, and it should never be re-frozen. It is especially important for fruits to be packed in containers that are leak-proof, firm, moisture- and vapor-proof.

Wash Fruits

6. Fruits that are to be used primarily for pies, jellies or preserves can be washed and frozen in dry packs without sugar or syrup. Fruits can also be frozen in a dry sugar pack or in a syrup pack.

7. Meats should be wrapped immediately after cutting, to prevent loss of juice and flavor. When sheet material or plastic bags are used in packaging, use a box or pan as a tray until the wrapped product is removed it leaves a regular-shaped and easily-stored package.

9. Keep small food packages in one large nylon bag. It is most likely to respond to the said, as a community of at least one thousand families who makes them easier to find. Researchers found they got a cleaner wash if they used somewhat smaller loads than the manufacturer's rated capacity in all types of machines. They recommend that you try to arrange to do one of your own washings in the type of machine you plan to buy.

Family needs vary from home to home, and a washer that would do an excellent job for one family may not fill the requirements of another. Be sure the one you select will meet all your needs.

If your kitchenette can perform more than the ordinary amount of culinary tricks and cleaning power you will find that it is actually "big enough" despite its minuscule size.

The same thing is true of other areas in your home or apartment. Small rooms with air conditioning are more comfortable than big rooms without it.

Because manufacturers are well aware that their products must fit into a variety of spaces, appliances come in a number of sizes, shapes and colors. Dishwashers and washing machines can be stationary or mobile, the coffee pot or chafing dish is a hand some enough to travel into other areas of your home.

Size should never determine the efficiency of your home. Your lights and appliances can conform to large or small areas.

In congested cities where space is at a premium, apartment dwellers have come to rely on electric power as a means of expanding their living quarters. The owners of small homes also have begun to realize that a small structure is as adaptable to the luxury of electric living as a large one.

Housepower is a double boon to small dimensions.



This Housewife Is so Proud of her new dryer, she points out its virtues while serving coffee to her neighbor on the floor. The unit fits as well into any kitchen as it does into a utility room and is a convenience to be prized in almost any home.

Demand for Major Appliances Grows

Housewives Appreciate Savings in Time, Effort Offered by Equipment

Here are facts and figures which explain why the demand for major appliances in America is climbing higher and higher every year:

A survey conducted by a manufacturer's home economics laboratory showed a family wash of five 8-pound loads

can be done by an operator of average skill in 27 minutes of the operator's time—5.4 minutes per load. This is only 10

per cent of the energy and 15

per cent of the time required by other home laundry methods. The tests also indicated that home-washed linens and clothing last from 33½ per cent

to 100 per cent longer than those commercially laundered.

The same survey showed that use of a dryer saves a total of three hours per week for

spent in hanging, sprinkling and ironing clothes. It also

eliminates labor involved in carrying 90 and 120 pounds of clothes to and from the clothes-

Last Longer

Dryer-dried clothes and household linens also last longer than those line-dried, with better retention of fabric color and texture, less loss of tensile strength. With drying time shortened and drying made independent of weather, fewer clothes and linens are required.

The research showed that for the average family, about five minutes are required to prepare dishes and load a dishwasher, compared with 35 minutes for a manual wash.

Appliances Help Expand Small Home

One of the ways of expanding limited space is with house-power.

If your kitchenette can perform more than the ordinary amount of culinary tricks and cleaning power you will find that it is actually "big enough" despite its minuscule size.

The same thing is true of other areas in your home or apartment. Small rooms with air conditioning are more comfortable than big rooms without it.

Because manufacturers are well aware that their products must fit into a variety of spaces, appliances come in a number of sizes, shapes and colors. Dishwashers and washing machines can be stationary or mobile, the coffee pot or chafing dish is a hand some enough to travel into other areas of your home.

Size is immaterial. Your lights and appliances can conform to large or small areas.

In congested cities where space is at a premium, apartment dwellers have come to rely on electric power as a means of expanding their living quarters. The owners of small homes also have begun to realize that a small structure is as adaptable to the luxury of electric living as a large one.

Housepower is a double boon to small dimensions.

Executives Praise Buy Now Campaign

Telegrams, Letters Read During Kick-Off Breakfast at Elks Club

Warm words of encouragement from leaders of business, government and industry were expressed upon organizers of the "Buy Now" promotion at the Elks club kick-off breakfast this morning.

Telegrams and letters from top executives in every phase of the industry were read from the platform during ceremonies kicking off the 10-day sales event in the Fox Cities.

The comments underlined the national importance which surrounds this undertaking, designed to stimulate buying in all major appliance lines.

These are some of the wires and letters received by organizers here:

J. C. Harp, president, Hot-point company: "There is no doubt that concerted efforts by your group will produce a business upturn in the Fox Cities. Your campaign is a seven greatly improved items at league boot stride which will be recognized by the entire appliance industry. . . Your expression of faith in our great industry and in the national economy deserves the greatest possible praise."

"Your meeting this morning shows that you are willing to bear your part of the responsibility."

Betty Furness: "Am most pleased with your "Best Appliance Values-Better Buy Now" campaign. Do hope every representative in Fox Cities will get behind the sales effort."

Mark W. Crisp, president, Westinghouse Electric corporation: ". . . It is appropriate that a group representing the electrical industry should take the initiative in a program of this type because our industry traditionally has created its own opportunities and contributed to the nation."

Sagging Sales

H. A. Bumby, president, Speed Queen: "We heartily endorse the "Best Appliance Values-Better Buy Now" campaign. . . This is the kind of shot-in-the-arm that our economy needs to pull us out of a sagging sales period. We hope that many other communities will follow your example."

Frederic Fox, special assistant in the White House: "The president was pleased to learn of the program being planned by the appliance distributors and manufacturer representatives to promote business. . . Congratulations and best wishes to all attending your kick-off breakfast."

Ered Maytag, president, Maytag company: "We at Maytag endorse aggressive merchandising and effective application of sales manpower. . . Salesmanship is still the dominate requirement for any healthy business."

Most Successful

B. C. Gould, president, Murray Corporation of America: "An end-of-the-year load of clothes in the In behalf of our Easy Laundry washer.

Appliance division, may I tell you that we sincerely hope your efforts are most successful and will not have a chance to end."

"Fox Cities test" becomes so successful that it permeates the entire region."

method to use depends on fabric and type of stain. For de-

Whirlpool corporation: "Your tailored instructions, consult the appliance distributor's stain removal chart included in manufacturers' test program your washer instruction book."

. . . tremendous factual evalua-

tion has proven there are more other fasteners to prevent snag-

real and intrinsic values in to-

ging."



Only 13 Inches High and Deep, this new room air conditioner is particularly well adapted to installation in the smaller living room, bedroom or den. Do-it-yourselfers



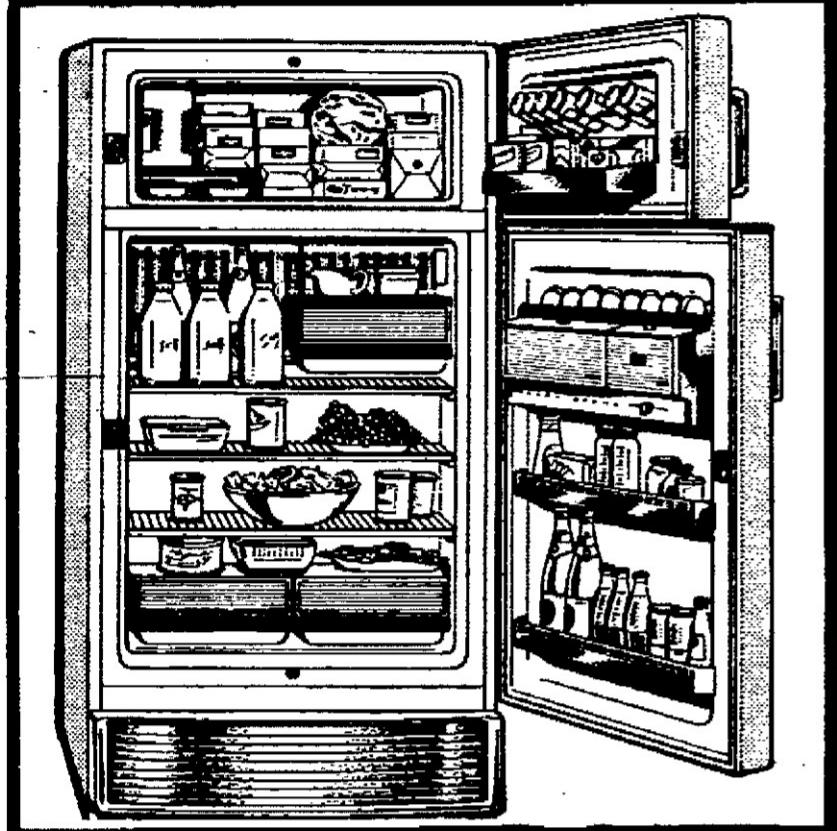
A Little Cabinet Paint, new handles for doors, easily applied wall coverings, new window curtains and a changed color panel on the refrigerator can completely transform a kitchen in a few hours for less than \$100. Fifty-five color combinations are possible. The cold injector that chills food quickly and offsets cold loss from door openings. The model shown here has a total of 11.8 cubic feet of storage space, including a separate freezer compartment with a capacity of 75 pounds of frozen food.

LOOK FOR THAT HOTPOINT DIFFERENCE

Hotpoint

BEST APPLIANCE VALUES! BETTER BUY NOW!

Hotpoint 12 STORES MORE FOOD THAN ANY OTHER 12!

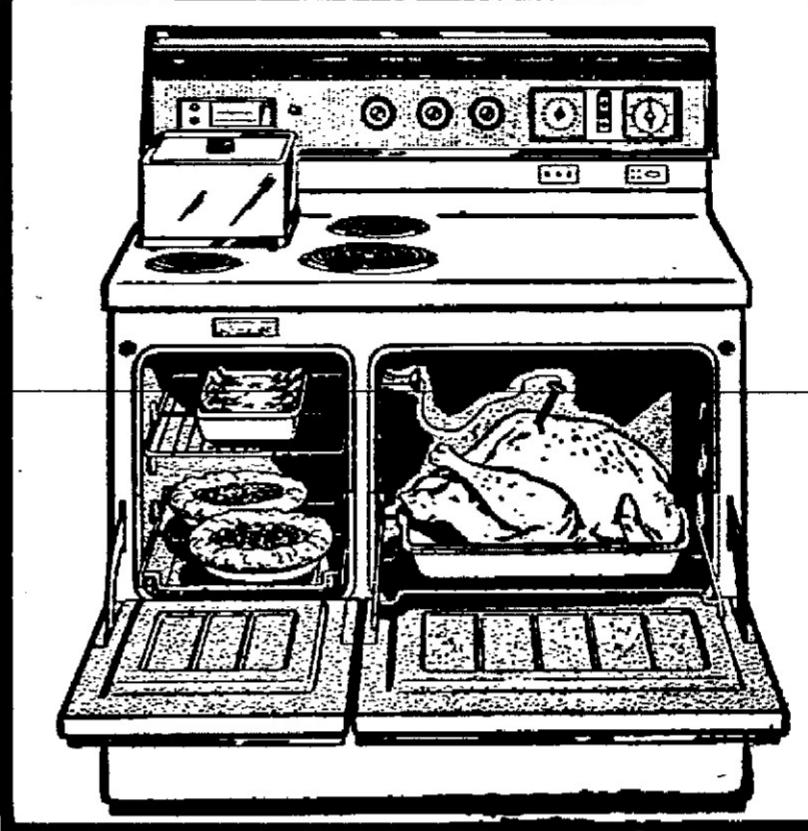


- Exclusive rollers for easy cleaning
- Automatic defrost
- 101 lb. true freezer
- Butter conditioner
- Aluminum shelves
- Porcelain on steel crispers

FOR A BEST APPLIANCE VALUE
SEE YOUR LOCAL
HOTPOINT DEALER.

BEST APPLIANCE VALUES!
better buy NOW! ★★★

Hotpoint Coolest Cooking Ever With New Air Cushion Insulation



- Exclusive musical meat thermometer
- Wide, wide super oven
- Exclusive touchopen storage drawer
- Roto grill rotisserie
- Lighted push buttons
- Truly automatic cooking

FOR A BEST APPLIANCE VALUE
SEE YOUR LOCAL
HOTPOINT DEALER

BEST APPLIANCE VALUES!
better buy NOW! ★★★

Exclusive Hotpoint Protected Buying Plan

- ★ NO DOWN PAYMENT WITH A TRADE-IN
- ★ NO PAYMENTS UNTIL AUGUST 1st
- ★ QUARTER-YEAR, NO-PAY GRACE PERIOD

In the event of layoff, or loss of job, or unemployment due to illness or injury, you need make no payments for a full quarter-year period, provided at least 3 payments have been made.

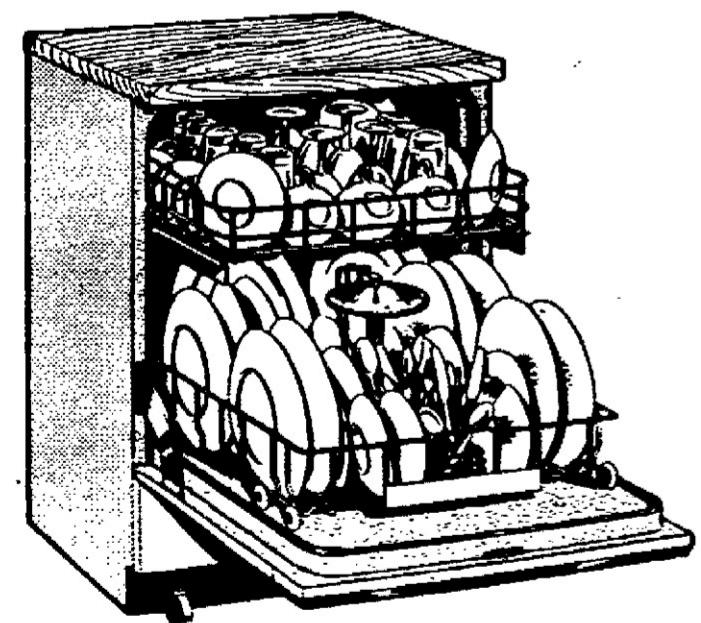
**BUY A QUALITY
Hotpoint
APPLIANCE...**



FROM THE DEALERS LISTED BELOW!

HOTPOINT AMERICA'S ONLY ALL NEW . . .

**DISHWASHER
FOR 1958**

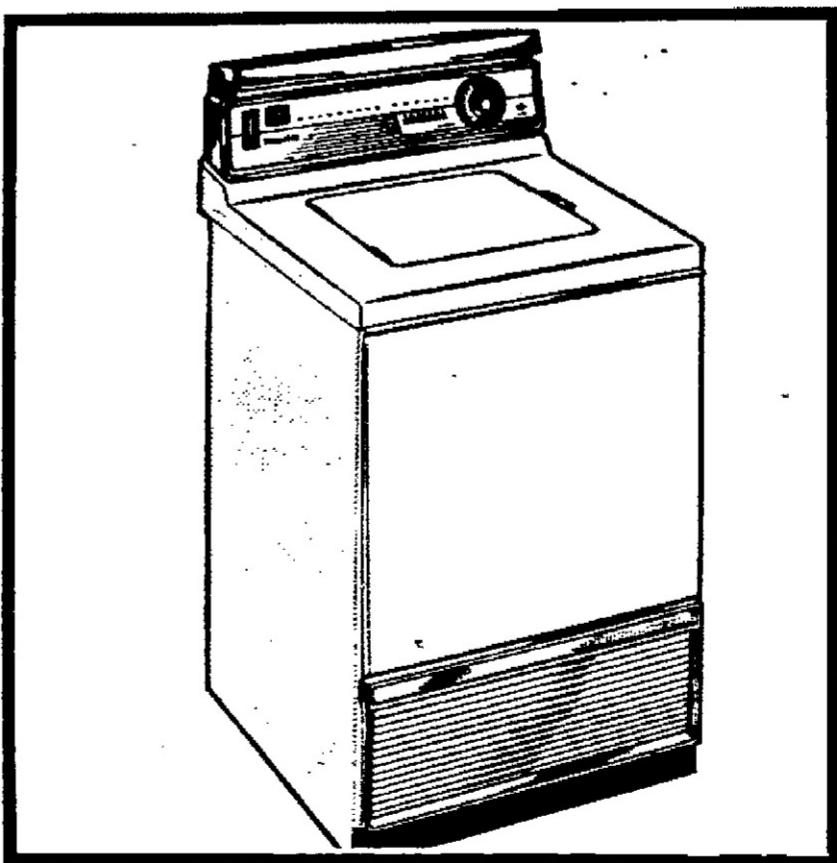


- Exclusive 2 cycle washing
- Exclusive 2 washes with detergent
- Exclusive maplewood cutting top
- Exclusive pot and pan cycle
- Another Hotpoint exclusive . . . can be converted from portable to built-in model

FOR A BEST APPLIANCE VALUE
SEE YOUR LOCAL
HOTPOINT DEALER

BEST APPLIANCE VALUES!
better buy NOW! ★★★

**HOTPOINT WONDERRINSE WASHER RINSES
ALL FABRICS
SOFTER
AUTOMATICALLY**



- Full time lint filter
- Rust proof porcelain
- 2 washing cycles
- 5 year written warranty
- Filtered rinsing
- Push button wash and rinse temperatures

FOR A BEST APPLIANCE VALUE
SEE YOUR LOCAL
HOTPOINT DEALER

BEST APPLIANCE VALUES!
better buy NOW! ★★★

SEE YOUR LOCAL HOTPOINT DEALER FOR BEST APPLIANCE VALUES! BETTER BUY NOW!

McKinley Sales

531 W. College Ave.
Appleton, Wisconsin

Lamers Hardware

132 Main St.
Little Chute
Wisconsin

Hartjes Electric

130 E. 2nd St.
Kaukauna
Wisconsin

Becher Electric Co.

103 Main St.
Menasha
Wisconsin

Krueger Hardware

103 Wisconsin Ave.
Neenah
Wisconsin



Mrs. John Lally, 2519 Frederick street, starts the oven in her ultra-modern kitchen. Automatic controls and conveniently placed appliances keynote the room. Appliances include wall refrigerator, washer, dryer and wall oven.

Latest Models

Appliance-Filled Kitchen Paradise for Housewife

BY DAVID APKER
Post-Crescent Staff Writer

A trip through the kitchen at the John Lally residence, 2519 Frederick street, town of Menasha, is a tour of a housewife's paradise.

The banked rows of gleaming appliances in the spacious room offer a view of the sort of kitchen the "little woman" dreams about.

The appliances represent latest advances in modern design. Conveniently placed, they perform the all-important job of taking drudgery out of cooking and laundering.

Side by Side

Washer, dryer and laundry bin are placed side by side. Mrs. Lally does the job in three time-saving movements. She merely takes the laundry from the bin and places it in the automatic washer a few inches away. It travels next to the automatic dryer and from there to the ironing board.

Next to the laundry appliances is a wall refrigerator. Just a few inches above shoul-

Dentists Try to Take Pain Out of Payment With Loan Guarantee

Kansas City — Dentists have a new way to help you pay your dental bills.

Dr. Rudolph H. Friedrich came here from Chicago to give about 2,500 dentists at a Missouri-Kansas meeting a chance to get their teeth into the idea.

Under the plan, you borrow from a bank to pay your dentist, and the dental association has a reserve fund that guarantees the bank won't lose if you fail to repay your loan.

The plan is proving successful, says Dr. Friedrich, who is secretary of the council on dental health of the American Dental Association.

He said dental insurance programs haven't been wholly satisfactory because of high premiums. The premiums are large because 97 per cent of the people need dental care, he explained.

Wall Oven

Next to the desk is a wall oven. Like the refrigerator, it's at shoulder level. Push-button and dial controls enable Mrs.

Lally to place her meal in the oven and go about other chores.

She can set the oven to turn off automatically after a given period of time or switch to a low heat, keeping the food warm until the family is ready.

The dinette has an adjustable lamp hanging from the ceiling above the table.

Just off the dinette is a small greenhouse, which adds a touch of the outdoors to the sparkling



Mrs. Lally Catches Up on family correspondence at her kitchen desk. She helped design the kitchen to increase housekeeping comfort. It features plenty of space and contains latest automatic appliances. (Post-Crescent Photos)

Automatic Ironers Aid In Household Tasks

Family Can Enjoy Smooth Linens With Only Few Minutes of Extra Work Time

Many housewives are so dazzled by the automatic efficiency of the sparkling washer and dryer in their laundry room they have forgotten that flatwork can represent 70 percent of a load of ironing in gracious living.

Who can deny that a bed made with freshly ironed sheets has a look of luxury obtained in no other way? How much prouder do you feel when professional finish with a crispness only ironing can give?

For those who are willing to learn a new skill, there is the further reward of being able to iron without a return to the average home.

The rings, almost worn through, arrived with a note in small airmail package over the weekend. The postmark was too blurred to read.

The terse note said:

"May God forgive."

Cabinet Style

The most popular ironer is the cabinet style, with clean-lined white enamel finish. Some have height casters adjustable to the height of the user. It is easy as pie to tilt

sociated with them. A home back the hinged cover and

maker who is determined to swing out the ironing unit from

retaining graciousness while protecting her own precious time.

Cabinet-style ironers have articles before they go

for an automatic ironer.

Smooth Linens

With an ironer, she can enjoy smooth linens and towels folded items after finishing.

Throughout the house with only

Also on the market is an iron-

er adaptable for use anywhere

These are flatwork items in the home. Of console design

which even a beginner can do this model comes in red ma-

hogany or limed oak and has graceful wrought-iron legs.

Portable models, which can

be rolled into storage spots

when not in use, and table

models also are available. Ta-

ble models take little storage

space, but must be carried and

lifted to the table where they

are to be used.

Tips Offered on Buying Refrigerator

Prospective Purchasers Must Decide on Type of Unit Needed

You may have trouble deciding when to get another refrigerator. Convenient to have the freezer space at the bottom, and there are many refrigerators built that way.

Refrigerators are one of the oldest types of appliances. Yours could be on its last legs. Even if it is still doing good work, repair bills may be in the offing. And when the refrigerator fails, there is inconvenience. Sometimes there is food loss.

On the other hand, appliances are sturdy made, and even if it is moderately old, your refrigerator may have years of good service left in it.

In that case, you may ask yourself how it fits into your home. Are you content to go on at the same old grind of housework in the same old way, or are you ready to move ahead to new dimensions of effective living?

Some experts compare this home problem to the decisions that have to be made in American factories. In plants after plant, the managers are ripping out perfectly good machines which could have years of service ahead of them. There are better machines today and the factories can do a better job Monday just wasn't W. M. Austin's day.

Wide Choice

Today, there are new refrigerator dealers called Austin, a furrier, too. You have a much finer store employee here, and wider choice than you did when said that he had the new color television set he had ordered.

Do you have automatic or ed. One snag: Austin hadn't ordered semi-automatic defrosting? In fact, any color TV set.

Next, a new station wagon refrigerator decides the time for rolled up to the door and the job and does it. In semi-automatic defrosting, you tell was Austin's new car. The better the refrigerator when to act. In fuddled man hadn't ordered one case, it is completely off any car. More cars came, and your mind, and you don't have more salesmen.

to bother about it. In the other. Then it was a grocery truck, case, you can adjust the ar- and then an ambulance. The arrangement of food before de- ambulance driver said he had frosting. Some people find their a report that Mrs. Austin had storage plan calls for human suffered a stroke. She hadn't supervision.

Fire trucks were next. But You may be buying a freezer, the alarm—wouldn't you guess You may be getting one of the it was false.

Monday night, Austin and his wife sat down to try and figure the whole thing out. He

Bottom Space said they had lived in the same neighborhood for 20 years and space above the refrigerator couldn't remember a cross But you probably use the regre- word to anyone. He couldn't erator more than a freezer, imagine who would want to Some people find it more con- cause him all the trouble.

GOLDEN ANNIVERSARY

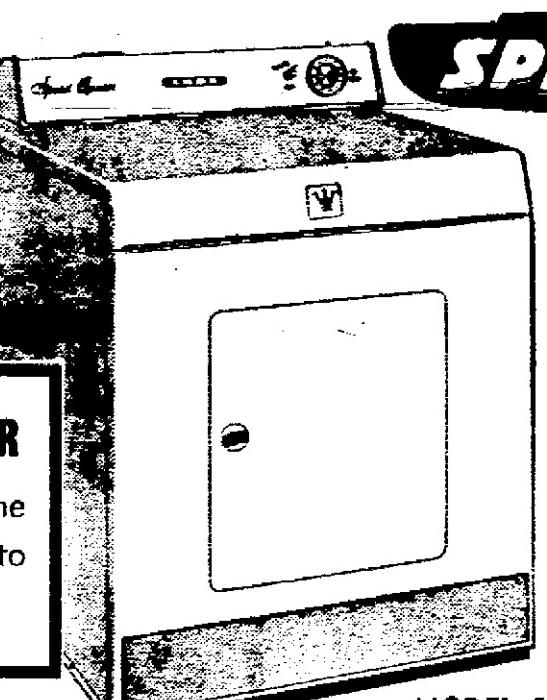
SPEED QUEEN

ELECTRIC DRYER

\$159 95

Rust Proof — Chip Proof
Stainless Steel Drum
"In-A-Door" Lint Trap
3-Way Heat—Hi-Lo-Off
Foot-Operated Door
Drum Stops When Door is Opened
Germicidal Lamp
Gas Model Also Available

MODEL 108

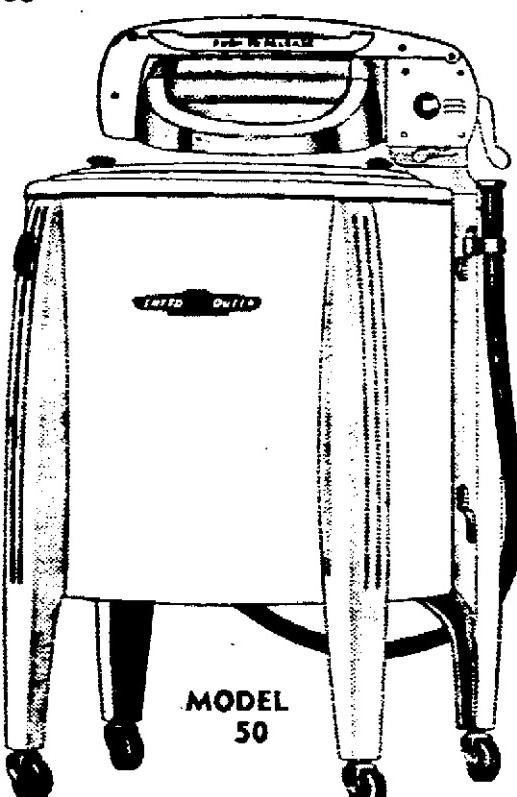


Famous DOUBLE WALL

SPEED QUEEN

WRINGER WASHER with Bowl Shaped Tub

\$99 95



MODEL 50

2-SPEED-2-CYCLE AUTOMATIC WASHER

Golden Anniversary Model A24

2 Speed Agitator and Spin Speed
Dual Cycle—Normal and Short
Hot and Warm Wash
Warm and Cold Rinse
Partial Load Tub Fill
Automatic Lint Remover
Automatic Sediment Ejector
Aerated Water Inlet

\$229 95

Model A24

WIN A SPEED QUEEN DRYER

Get your entry blank at any one of the dealers listed below. Nothing to buy to enter contest.

SPEED QUEEN

WRINGER WASHER with Bowl Shaped Tub

\$99 95

On Sale At

Verhagen & Sons Hdwe. Co.
Kimberly

Ray E. Geenen
R. R. 3, Kaukauna

Blohm's Hardware
Menasha

Joseph Geenen
Freedom

Look's Hardware
Little Chute

Burdick Furniture
Black Creek

Wichman Furniture Co.

512-517 W. College Ave., Appleton
1320 W. Wisconsin Ave., Appleton
125 W. Wisconsin Ave., Neenah

BEST APPLIANCE VALUES . . . BETTER BUY NOW!

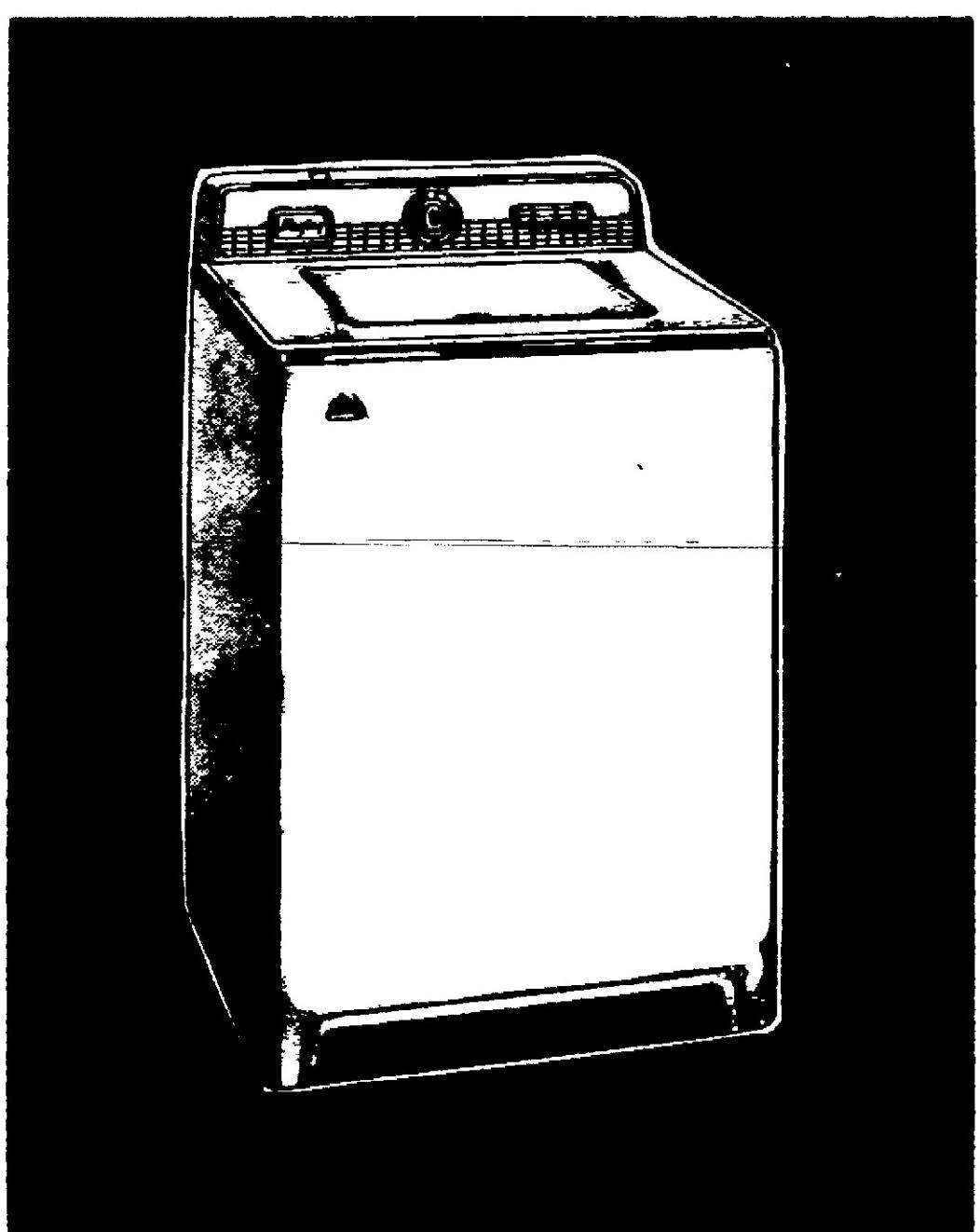
MAYTAG OFFERS MORE!

Everything You Expect In a Fine Washer!

MAYTAG AUTOMATIC
Everything You Expect In a Fine Washer

Maytag Company Discards 60 Year
Policy to Offer New Low Prices!

Are you interested in the buy of a life-time? Here is the lowest priced Automatic Maytag washer in America . . . quality and features considered! Your Maytag dealers offer YOU a nationwide FIRST . . . value packed! Bring your family the advantages of washing with an Automatic Maytag. Every woman dreams of owning a Maytag, this is your chance of a lifetime! Maytag's Wisconsin Regional Manager has placed a shipment of this "lowest priced ever" Maytag automatic into Fox Cities warehouses assuring immediate delivery. "Better Buy Now" . . . for BEST APPLIANCE VALUES!



*Buy It Now...at This Special Price
Offered in the Fox Cities Only!*

With the Push Button Control

\$229⁰⁰

FULL 10 LB. CAPACITY LOAD WASHER

Liberal Terms with Trade-In

NEW EXCLUSIVE MAYTAG FEATURES!

- Exclusive Gyrofoam Washing Action
- Rust-Proof Steel Cabinet
- Aerated Spray Rinse
- Adjustable Leveling Legs
- Exclusive Swirl-Away Draining Action
- White Porcelain Wash Basket
- Unbalance Switch
- Rapid Action Tub Brake
- Flush-to-Wall Installation
- High-Velocity Pump
- One-Year Warranty on Entire Washer
- Built-In Toe Board
- New Sediment Baffle
- 5-Year Warranty on Power Unit

MAYTAG AUTOMATIC
Everything You Expect In a Fine Washer

Let One of These Maytag Dealers Serve You Today

APPLETON MAYTAG

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MUSIC BOX ASSOC. Inc.

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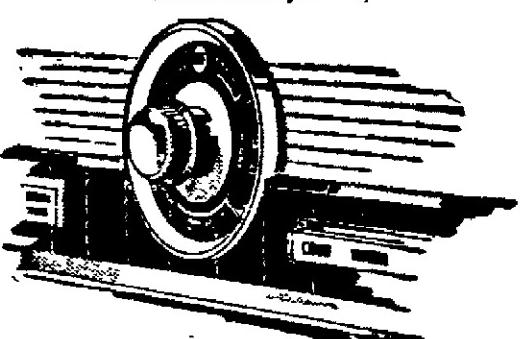
for instance **THE REVOLUTIONARY
FILTER AGITATOR**

Exclusive Filter-Agitator represents the most revolutionary change in agitator design since it was invented by Maytag. Water is circulated through agitator, forced out through channels in the bottom to supplement normal agitation. Filter is in the agitator, underwater where the lint is. Surface lint as well as lint suspended in water is filtered out as water circulates through agitator. Cavity in agitator holds detergent, circulating water dissolves it completely, diffuses it uniformly through water, prevents heavy concentrations of undissolved detergent from discoloring or damaging fabric.



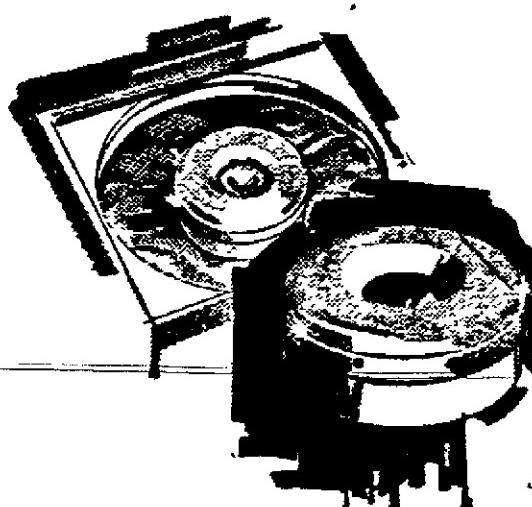
Fully Flexible CONTROL DIAL

Strikingly handsome dial lets you regulate wash time for any period up to 15 minutes with special setting for modern fabrics. Complete flexibility lets you repeat or skip, lengthen or shorten any phase of the wash cycle, stop or start washer at any point in cycle, add or remove clothes at any time.



RINSE DISPENSER

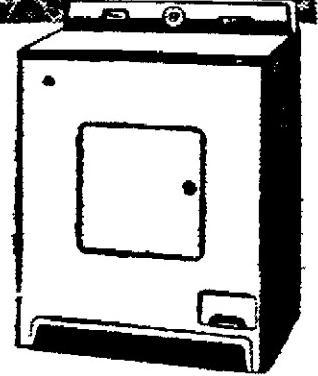
Put your favorite dose conditioner in Rinse Dispenser when you load the washer. It will be added to the rinse water automatically at exactly the right time to give your clothes that softer, like-new look, and they will stay clean longer, wash after wash.



**Now You Can OWN This Matching
MAYTAG DRYER
you can take down that
wash for the last time**



**Now Only . . .
\$169⁰⁰**
EASY TERMS



**Maytag Exclusive/
NO HOT SPOTS!**

A gentle circle of heat surrounds clothes.

DRY 'EM FAST
— a typical load in 26 minutes.

DRY 'EM SAFE
— at little more than body temperature.

- Automatic Time and Temperature Controls
- Special Wash and Wear Setting
- Anti-Lint Disc
- Special Air Puff Setting
- Electric (230 or 115V) or Gas
- Safety Door
- Rustproof Cabinet

This is Your Chance To Have Maytag Quality at BIG Savings

GET YOUR "HOUSEFUL OF APPLIANCES" ENTRY BLANKS HERE!

Circuit Need To Double in Next 10 Years

No Slow-Down Seen In Homeowners' Use of Appliances

Traffic on the average home's electrical highways has doubled during the past 10 years, and is expected to double again in the next decade.

In order to accommodate the additional high-powered appliances acquired each year, increasing numbers of homeowners are taking advantage of the "wire-on-time" plans available to them through banks and, in many communities, through the local power company or electrical contractors' association.

In electrical parlance, the home's electrical highways are called "branch circuits." They carry electricity through the walls, ceilings and floors, to lights, convenience outlets, and to certain individual pieces of electrical equipment. The fuse or the circuit breaker is the "electrical traffic cop." When the traffic gets too heavy, it cuts off the flow of current, thus preventing overheating of the wires.

Modernization

Modern techniques have eliminated much of the muss and fuss from electrical modernization work. Once he has found out exactly what needs to be done, the modern electrical contractor can increase electrical capacity with little or no interference in the homemaker's daily routine.

He will recommend one or more of the following as a means of relieving electrical traffic congestion in the home:

Have the automatic washer, dishwasher, home freezer, and other major appliances put on individual circuits, thus returning the full capacity of general purpose or appliance circuits to their normal function.

Have one or more 3-wire circuits installed, to serve convenience outlets into which you wish to plug more than one high-wattage appliance at one time. Convenience outlets served by new 3-wire circuits will no longer overload the old circuits, thus increasing the latter's efficiency.

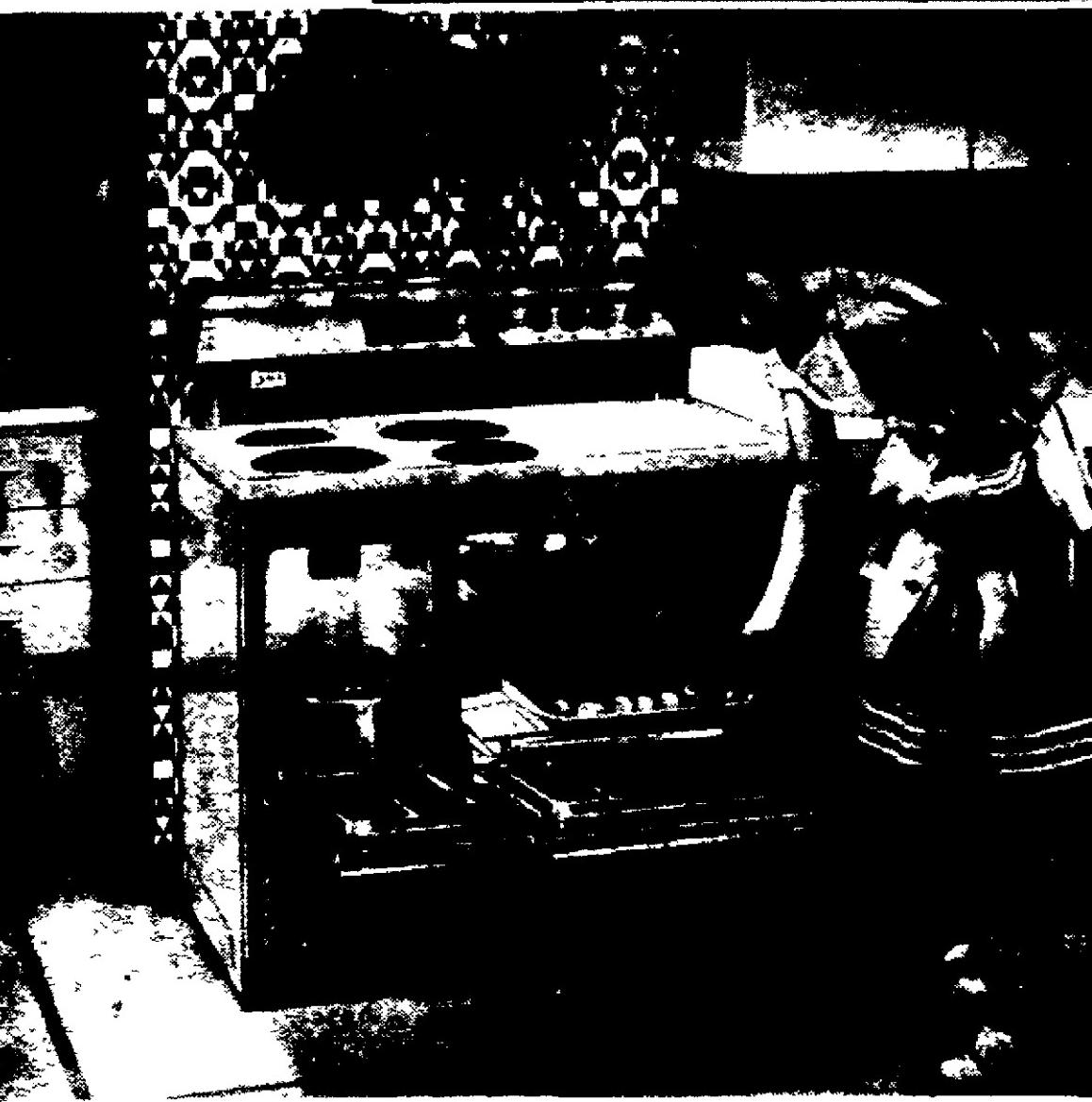
Wall Switch Control

Three-wire circuits also permit you to control one opening of a convenience outlet from a wall switch, while leaving the other opening always available for use of a radio or electric clock.

Split up existing circuits which have acquired more than their share of electrical traffic into two or more circuits, and reconnect them back to an enlarged main panel.

When this is done, it is wise to have permanent lights separated from convenience outlets.

Add one or more general purpose or plug-in-appliance circuits of the modern 20-ampere type, to serve convenience outlets in those locations where you want to use more appliances conveniently without risking a "blackout."



High Fashion Styling and peak efficiency are the marks of this deluxe electric range. Completely automatic—for baking, roasting, frying, broiling or boiling—it's the perfect cooking complement for the modern housewife. With keyboard control panel and smart, straight-line design, it enhances the most modern kitchen decor. Both oven doors lift off and the non-drip cooktop keeps spillovers from reaching the floor. The ranges are available in white, yellow, brown, green and pink.

Automatic Thermostats Work Magic With Range

New Development Ends Guesswork Involved in Preparation of Meals

The automatic thermostat controls which, years ago, turned baking into a dream, are now working similar magic on the top of the range.

The automatic device, operating on the same principle as the familiar oven temperature control, is being used on surface cooking units of both gas and electric ranges. More than 40 different manufacturers now offer automatic surface unit

utensil to an automatic control which keeps the heat at full intensity, lowers it slightly, brings it back up, cuts it off almost completely—automatically does whatever is needed to maintain the temperature the housewife selected with the temperature control dial.

Other Advantages

This scientifically accurate temperature control greatly lessens the possibility of burned, dried out or overcooked food, and practically eliminates the possibility of burned or scorched cooking vessels.

One of the side effects of the new control is that it converts any ordinary cooking vessel into an "automatic appliance."

Your ordinary coffee percolator, for example, when set at "low," will hold coffee at the correct serving temperature for hours. A frying pan be-

comes a temperature-controlling unit. This element protrudes slightly above the center of the unit and is about an inch in diameter. This protruding dial is set for the needed cooking portion "feels" the temperature of the saucepan, or skillet forget it.

How It Works

Here's how it works. A "sensing" element has been added to the standard range top cooking unit. Pot watching becomes a thing of the past. Once the control dial is set for the needed cooking temperature, you may rest on it. The element re-

Frozen vegetables, frozen fruits, soups and "a la king" dishes

are gently thawed, cooked, or reheated.

Fresh vegetables cook with no attention from you.

The low, low temperatures provided are perfect for fussy sauces and those delicate and easily scorched puddings, or for rearming leftover mashed potatoes.

Griddle cakes brown evenly batch after batch, without the old uncertain fumbling with the dial. The thermostat maintains perfect temperature.

Provides Accuracy

Deep fat frying becomes no worry. The automatic heat control unit provides the heat flexibility and accuracy required for French-fried potatoes or doughnuts turn out a uniform golden brown.

Bacon can be fried to a perfect crispness with no danger of the fat overheating and smoking. It will stay that way for an hour to greet Sunday breakfast stragglers.

Pressure cooker foods can be held at the exact pressure required with no tiresome hand adjustments.

Appliance Sales Show Increase

Dishwasher Purchases May Reach 400,000 Units During 1958

Manufacturers of automatic dishwashers and gas fired heaters are encouraged by an upturn in sales this year.

Dishwasher producers expect to sell 400,000 units in 1958 as compared with about 390,000 sold in 1957.

Gas water heater shipments showed a gain of 10.8 per cent in January over last year.

The automatic dishwasher is one of many factors accounting for an increased demand for water heaters. Others are automatic laundries, larger families, more bathrooms, more showers, and a general increase in the use of hot water in the home.

Significant Trend

Also significant is the trend toward larger sizes in water heaters. Only a few years ago, a 30-gallon water heater was considered adequate for most homes. Today a 30-gallon heater is regarded as the minimum in size.

Basically a water heater is a form of storage tank to which a means of supplying heat has been added. Bureau explains

It is obvious of course, that a water heater tank cannot grow. A 30-gallon tank cannot expand into a 40-gallon tank because the demands for hot water in a home have increased.

This fact points to the importance of carefully considering present and future needs when purchasing a water heater.

More Dishwashers

Business experts predict that within the next 10 years more than seven million American homes will be equipped with automatic dishwashers.



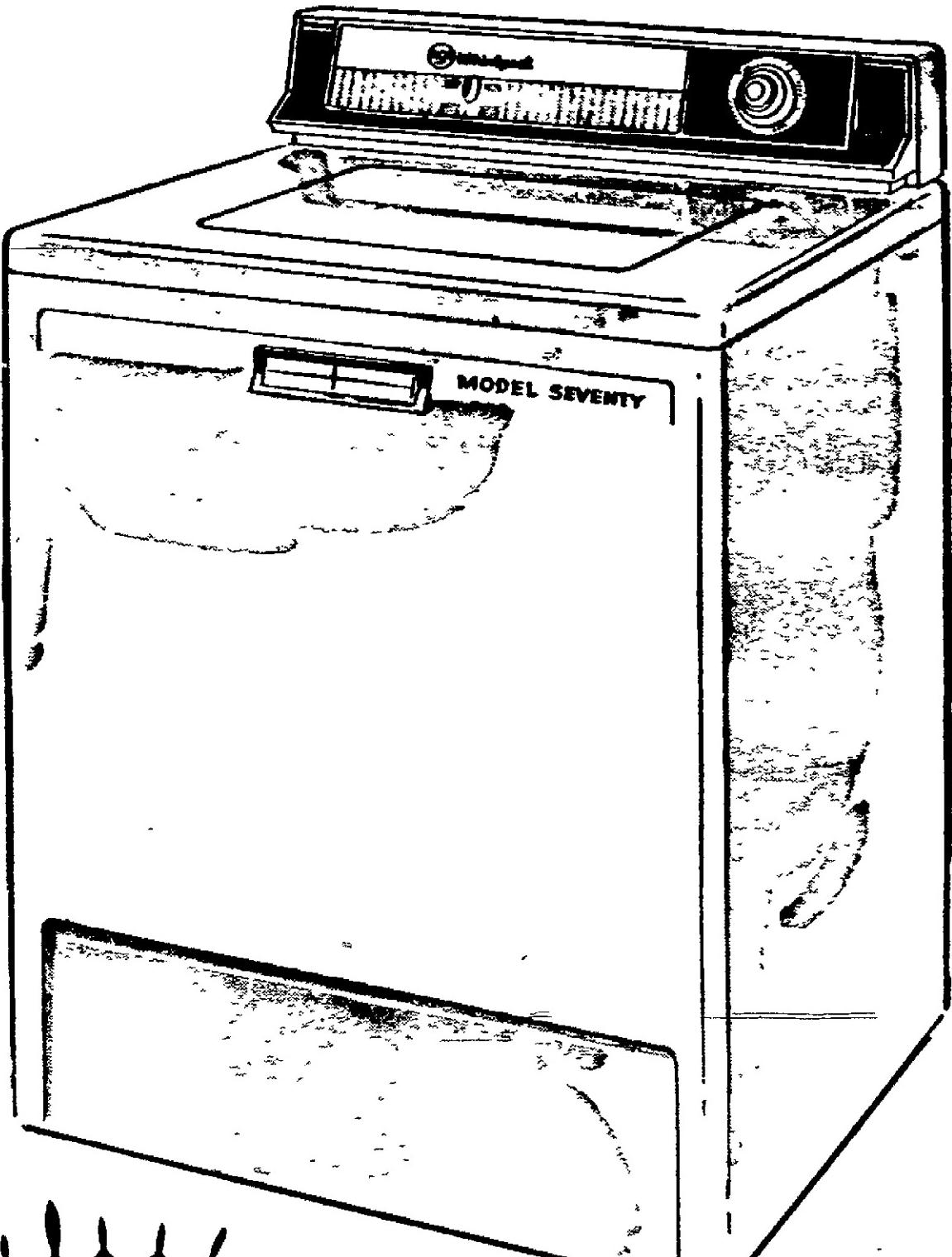
This New Refrigerator has swing-out shelves and a crisper. A spacious 15-cubic-foot refrigerator-freezer provides 21 square feet of shelf area plus dairy keeper and bottle racks in door. Other features of the 162-pound capacity unit includes a step-open freezer compartment, automatic defrost, automatic ice cube dispenser, two roll-out storage baskets and package and juice can dispensers in the door.

this is for you . . .
Fox Cities dealers combine to give you
**NEVER SO MUCH
FOR SO LITTLE!**



Whirlpool

SEVENTY AUTOMATIC WASHER



An Unduplicated Value at

Check these big features . . .

FULL 10 LB. CAPACITY

BUILT-IN AUTOMATIC LINT FILTER

No "pans" or gadgets to fuss with before putting clothes in washer. It's just as efficient on partial loads as on full loads for "lint-free" washing.

MONEY SAVING SUDS-MISER

Built-in, fully automatic suds return system . . . can save over 2500 gallons of hot water and up to 26 boxes of soap or detergent every year for the average family of four.

2-TEMP WATER SELECTION

Two automatic selections for you . . . Hot or Warm. Water level automatically controlled by pressure switch for full load or selective to any level desired for partial loads.

DELICATE FABRIC GUIDE

Special 4-minute time guide within regular cycle indicates proper washing time for all synthetics.

219⁹⁵

ILLUMINATED CONTROL PANEL

Beautiful high console style with illuminated Guide Lite control set in charcoal background.

SAFE AUTOMATIC SPIN TOP

When loading door is opened during spinning cycle, spin action stops . . . operation resumes when door is closed . . . all automatically.

better
buy
NOW!

General Sales Co., Inc.

1102 West Wisconsin Avenue
Appleton, Wisconsin

Trudell's TV and Appliance Co.

661 W. Foster Street
Appleton, Wisconsin

Good Housekeeping Shop

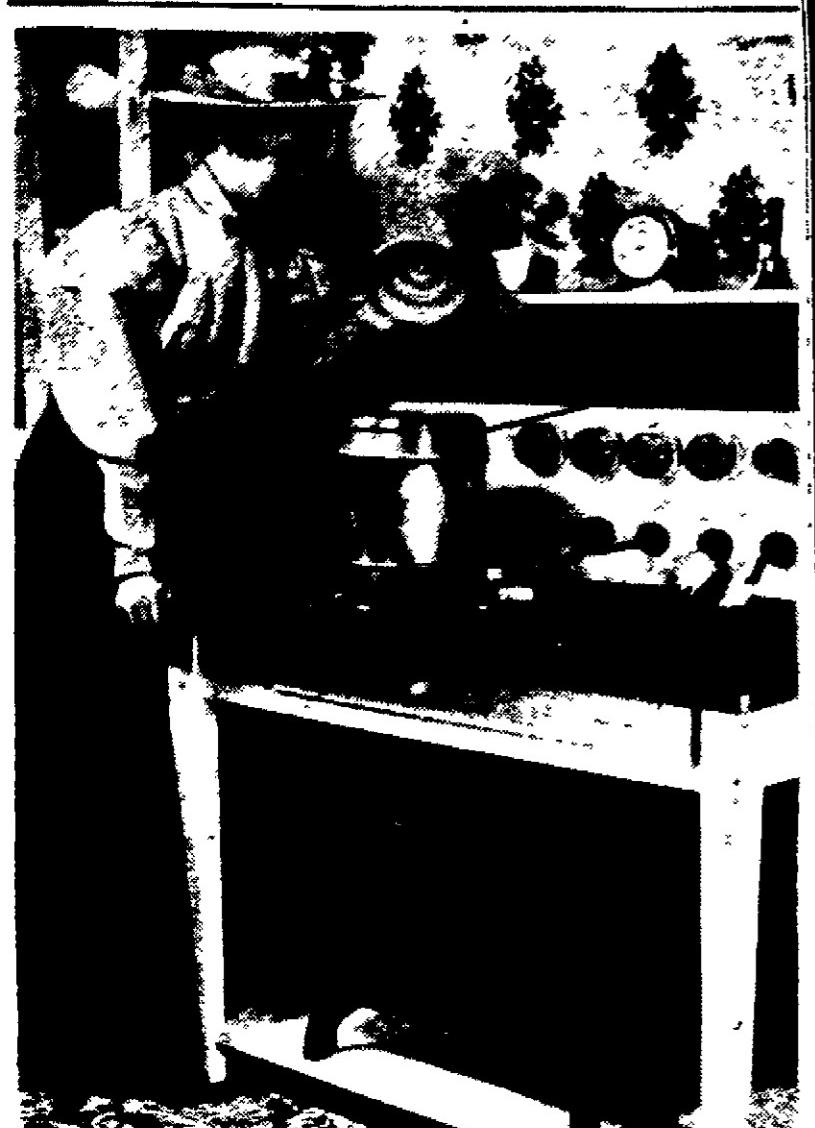
611 W. College Avenue
Appleton, Wisconsin

**Van Vreede TV and
Appliance Shop**

110 W. Main Street
Little Chute, Wisconsin

Keil and Werner Electric Co.

126 W. Wisconsin Avenue
Neenah, Wisconsin



This 1906 Model Range is a real contrast to modern ranges found in most kitchens today. Constant watching required by this old timer with its 30 switches and plugs is eliminated in 1958 ranges, which make almost every cooking operation completely automatic with the press of a key or turn of a dial.

Freezer Owners Save Food Money

Appliance Purchasers Can Buy Groceries for Future Meals

"Buy low and sell high . . ." That's a financial dictum on which many an American fortune has been made. It's as old as commerce itself and will be sound advice until the end of time.

You might not realize it, but in running your household you can apply this ancient rule with just as happy a result as the Wall Street banker.

Buy in Quantity
Food buying is the greatest single expense in the average family's budget. If you save money on food through wise buying and storing, you are saving in the budget category where it counts most.

By installing a food freezer in your house, you can capitalize on the "Buy low—sell high" dictum. If you have a freezer, you can buy in quantity when the price of certain food is low and bring it to your table months later when the price is high. The price difference is money in your pocket.

Here is a "freezer calendar" worked out to guide freezer owners in realizing the greatest possible savings (along with convenience, of course) from their freezers:

Summer Buys

Although seasonal crop harvests vary with localities—in general, spring is the time to freeze and store pork, veal, broiling chickens, fish, asparagus, pineapple, some kinds of cherries, strawberries, rhubarb, peas, spinach and other greens, green beans, herbs.

The summer months—late June, July, August—are ideal for freezing beef, frying chicken, fish, seasonal berries, crops and livestock, it said. Sweet corn, lima or shell beans, with receipts from livestock broccoli, brussel sprouts, cauliflower, apricots, some peaches, those from crops.

Exasperating, Too

Out-of-Date Heaters Expensive Equipment

Here's a 30-second test to do their work best with water find out whether your home is supplied with an adequate amount of hot water.

Do you ever have to forego the pleasure of a shower when you want one?

Do you have to plan your household around your hot-water supply?

Do you sometimes have to postpone doing the dishes or the laundry because you lack hot water?

If your answer to any of these questions is "yes," then you wife today is no longer limited to a big, white cylinder. Water heater manufacturers have become color-conscious, even shape-conscious.

In many lines, the customer can choose from a variety of trim colors to fit the decor of the kitchen, basement or utility room.

If you want the heater in the kitchen, you can get an attractive counter-top model. If you want it out of the way in some odd utility room corner, you can buy a square one.

MARSHALL WELLS VALLEY FAIR

OPEN 'TIL 9 P.M. DAILY!

BEST APPLIANCE VALUES!

better buy NOW! ★★★

ZENITH

from factory, to Marshall-Wells, to you.

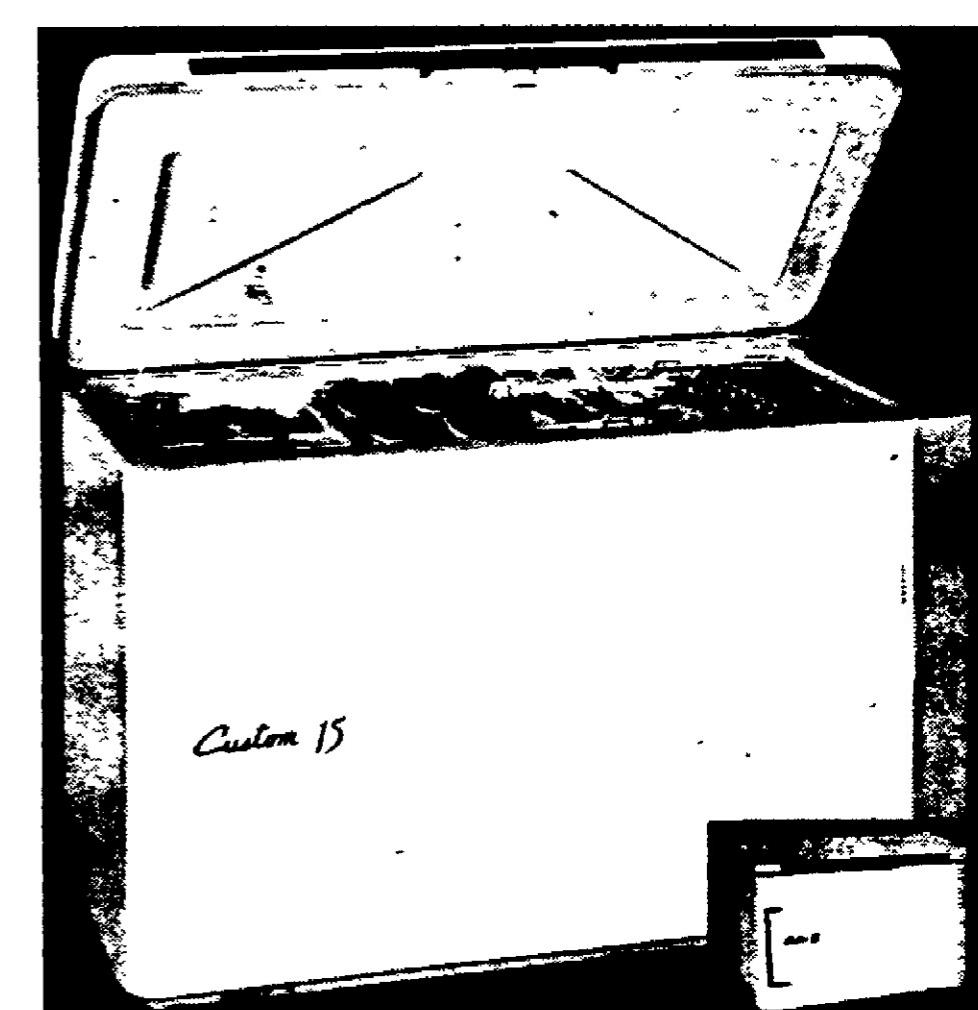
OUR
FEATURE
for this event

\$**239**

15 ft. DELUXE

SHOP & COMPARE — THIS IS THE FINEST 15 Cu. Ft. FREEZER MONEY CAN BUY — IT IS NOT A "STRIPPED MODEL" BUT OUR REGULAR DELUXE FREEZER.

1. Basket & Divider Included
2. True 95 lb. Quick-Freeze Compartment
3. \$300 Food Insurance, FREE!
4. Big 535 Pound Capacity
5. Positively Will Not "Sweat" — Exclusive!
6. Fiberglass Insulation in Blanket Form — No Sagging
7. Safety Lid With Light
8. DuPont Dulux Finish Inside & Out, Will Not Chip
9. Positively No Porcelain Interior That Will Crack



NO DOWN PAYMENT NECESSARY.

**MAKE FIRST PAYMENT IN SEPTEMBER
and Then Pay Only \$2.63 a Week!**

WE DO NOT MAKE THE CLAIM THAT THIS IS THE CHEAPEST PRICE FOR A 15 CU. FT. FREEZER. But we do claim IT IS THE BEST PRICE FOR A DELUXE MODEL WITH ALL THESE FEATURES!

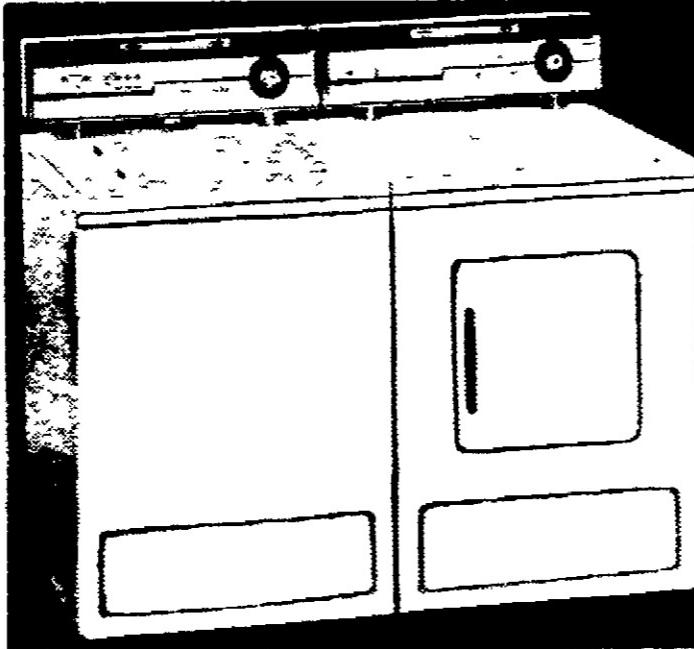
FREE!

You Can WIN A "Houseful" of Major Appliances

Including a ZENITH 52 Gal. Electric Hot Water Heater
Stop In for Your FREE Contest Entry Blank — Open 'Til 9 Daily
No Obligation! No Purchase Necessary! Get Your Blank Here!

If during the CONTEST period, May 8 thru May 17, you should purchase new, one of the following appliances, range, refrigerator, dryer, automatic washer, dryer-washer combination, freezer, portable television, electric hot water heater, etc.,

and then win a prize during the contest, you will receive DOUBLE the purchase price paid for the new appliance when originally purchased!



**The Newest, Finest
Automatic Washer
ON THE MARKET**

ZENITH
REG. U.S. PAT. OFF.

WASHERS for 1958

**Positively the Cleanest, Lint Free
Wash or Your Money Back . . .**

Exclusive Transmission —

5 Yr. Guarantee!

(Washer & Dryer Prices With Trade)

Features:-

- Exclusive Lint Trap
- 2 Cycles — One For Delicate Cycle
- Spin Speed Control
- Wash Time Control
- Water Temperature Control
- Wash Speed Control

SUPER WASHER \$284⁹⁵

SUPER DRYER \$239⁹⁵

No Payment 'Till Sept!

**SEE OUR COMPLETE LINE OF ZENITH APPLIANCES
— SOLD EXCLUSIVELY IN THIS AREA BY —**

MARSHALL WELLS

Valley Fair

OPEN 'TIL 9 DAILY

Buyers Should Look for Latest Washer Ideas

Temperature Selector Tops List of New Laundry Unit Devices

If you're shopping for a new automatic washer this year, be sure to look for those features which may appeal to you. The following guide has been compiled by the American Home Laundry Manufacturers' association to help acquaint you with some of this year's special washer features.

1. Wash Water Temperature Selection. Several manufacturers offer a wide selection of wash water temperatures. These may include cold, cool, warm, medium, or hot settings. Cold and cool wash water temperatures can be used for non-colorfast garments and for many synthetic fabrics.

2. Rinse Water Temperature Selection. This new feature allows the operator to pre-select either of two separate rinse water temperatures: warm or cold. Cold temperatures are desirable to reduce wrinkling in synthetics, and when saving hot water is important.

3. Two-Speed Wash Action. Nearly all automatic washers now offer a choice of two separate washing actions: slow speed for delicate fabrics, such as synthetics, lingerie, and woolens, and regular speed for the bulk of the family laundry.

4. Built-In Lint Filter. Lint is automatically removed during washing by built-in filter which may easily be removed for cleaning.

5. Rinse Agent Dispenser. A liquid or powdered rinse agent is placed in a special container before washing, and is then automatically injected into rinse water at the proper time.

6. Detergent Dispenser. Detergent, bleach or bluing is automatically dispensed into the wash water at the proper time.

7. Pre-Selected Speed. Automatic Clock. The washer may be set to operate at a preselected speed and cycle by setting the timer clock in the same way an alarm clock is set. There is no need for the operator to be present to start the washer.

8. Water Level Control. This feature offers a saving of both water and detergent, for the operator may select the proper amount of wash water for any size load.

9. Suds Conserver. Hot, sudsy wash water may be saved and re-used for the next wash load. On most washers, any required extra hot water is added automatically.

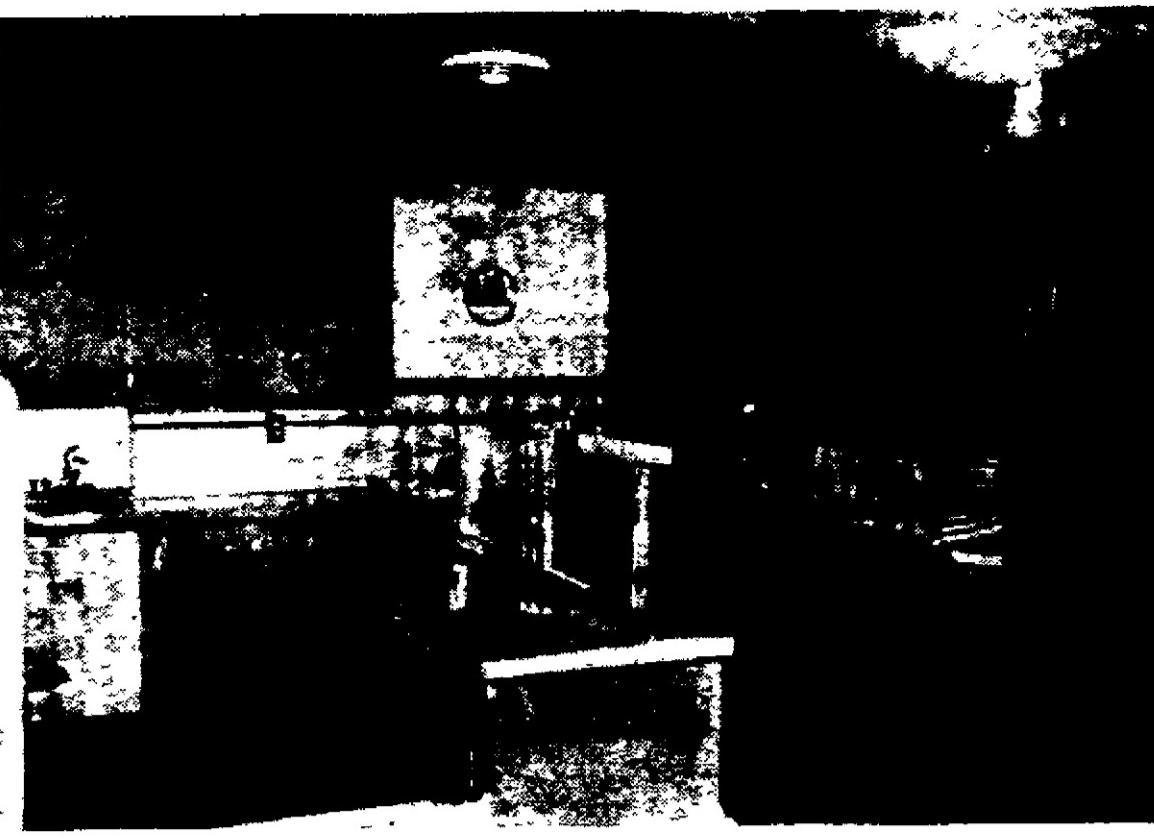
10. Pre-Wash Cycle. Extra-soiled clothes are given an activated pre-wash soaking to loosen heavy dirt and then proceed through the regular wash cycle.

Court Orders End to Alimony Payment From Ike's Brother's Estate

Kansas — A circuit court order directing final payment of alimony to Mrs. Alida B. Eisenhower from the Arthur Eisenhower estate was issued Monday.

The payment was \$5,958 plus about \$200 interest. The money goes to Mrs. Alida Eisenhower, who was divorced from the Kansas City banker in 1924.

Arthur brother of President Eisenhower, died Jan. 26. His widow is Mrs. Louise Eisenhower.



A Kitchen Designed by the Home owner is only one of the many features of the home of Mr. and Mrs. Richard Rose, Kaukauna. The electric stove, in the center of the room, helps the housewife save many steps during the day although the room is 12 by 20 feet. The room incorporates many other special features which appeal to women who spend so many hours preparing meals. (Post-Crescent Photo)

Owners Designed It

Cooking Almost Easy Job in Kitchen of Kaukauna Home

BY EDWARD VAN BERKEL
Post-Crescent Staff Writer

Despite the numerous books and articles published by so-called experts in the field of home planning, the majority of housewives have their own ideas on how a kitchen should be laid out and most would like the opportunity to design their own kitchen.

Mr. and Mrs. Richard Rose, 1212 Oakridge avenue, Kaukauna, took advantage of the opportunity when planning their home and the result would prove the answer to most women's wish for the ideal kitchen.

The Rose kitchen is designed for ease of working, both in preparing meals and keeping the kitchen looking clean and neat. Well ventilated and lighted, it does not have dark corners where dirt can accumulate away from the eyes of the housekeeper.

Features of Room

Main feature of the Rose kitchen is location of the electric stove. The stove, with fold-away burners, is in the center of the room, making it possible to clean around it without moving the heavy unit.

The central location also eliminates accumulation of grease on adjacent walls. An outside ventilating fan, directly above the stove, carries grease and smoke out.

The stove burners fold up, providing additional counter space. Wiring for the range comes up through the floor.

The refrigerator is in front of the stove, thus the housewife merely turns around to get items from the refrigerator. No wasted steps or motions are involved. Cupboards are built on three sides of the room, with work space provided beneath most of the wall cupboards. After completing the dreary narrow window pane, the length task. Not only this, but washing of cupboard counters, looking dishes is a chore performed by out onto the back porch, providing board counter working space.

It also enables the housewife to see someone coming to the door. The sink is along an adjacent pursuits as gardening or in the wall, less than two steps away from the stove and refrigerator.

tor, thus providing more step the kitchen to provide for the saving convenience. Another numberless electrical appliances used in kitchens today.

Convenience is a built-in wall Cupboards are on three walls close to one corner of the room, in the 12 by 20-foot room and plastic tile extends four feet up the walls. Inlaid linoleum

Added Ventilation. The kitchen is equipped with a coved for easier cleaning thermopane windows. Ventilation is provided by louvers other labor saving devices, built directly below the large such as a disposal unit and windows. These louvers are electrical dish washer.

equipped with hinged doors. One spot in the kitchen has which can be dropped open in been reserved for the woman summer months to take advantage who likes to collect colorful

tag of the westerly breezes. statues or figurines. The Rose

Fluorescent lights are above kitchen appears colorful with the kitchen stove to provide only the regular appliances, additional light while cooking but the addition of figures on and a pull-down light is above shelves, shadow boxes and the dining area. Numerous knick-knack shelves adds an electrical outlets are conveniently located throughout room.

Automatic 'Helping Hand'

Dirty Dishes Aren't Chore in Machine

Psychologists report that the man of the house who settled in his easy chair after dinner, his wife with her hands deep in reading the evening paper or watching television, is not as relaxed as his position would indicate. Many husbands suffer a few pangs after eating the excellent dinners prepared by their wife — and they are not always used to have?

Lending a helping hand is what they are reacting to. In their subconscious, of course, merely turns around to get is the fact that their wives are out in the kitchen, wading through piles of dirty dishes, and probably will remain out there for another half hour because there is no more time.

No More Drudgery. Owners of automatic electric dishwashers avoid the drudgery of hand dishwashing and spend about half the time at this most disliked of household chores, and get cleaner dishes, to boot.

Husbands can relax after dinner, secure in the knowledge that the dishwasher, not the little woman, is doing the dishes.

With his appreciation for things mechanical, a man may find he actually enjoys loading the dishwasher. And now his wife may be more receptive to the idea of his desire to practice his own culinary art when previously she complained of the mess he made and didn't clean up.

A real liberator of manpower — and womanpower, too — from the kitchen, is the automatic electric dishwasher. And no more guilty feelings when the husband goes to bed after an evening of entertainment while his wife is still cleaning up.

Capital Policemen Win Presidential Invitation

Washington — U.P. — One day last winter four policemen sat down and drank coffee with Mario Echandi of Costa Rica.

They talked about various things and Echandi invited the men to visit him in his Latin American homeland. They thanked him and said they would like to.

Last week the four received a formal invitation by telegram. So Officers Frank Innocenti, Joseph L. Lyons, Richard Whalen and Andrew Toomes got together and decided to make the trip.

They had been assigned as bodyguards to Echandi when he made a state visit to Washington. But on Thursday they'll be special guests of Echandi when he takes the oath as president of Costa Rica.

BEST APPLIANCE VALUES!
better buy NOW!

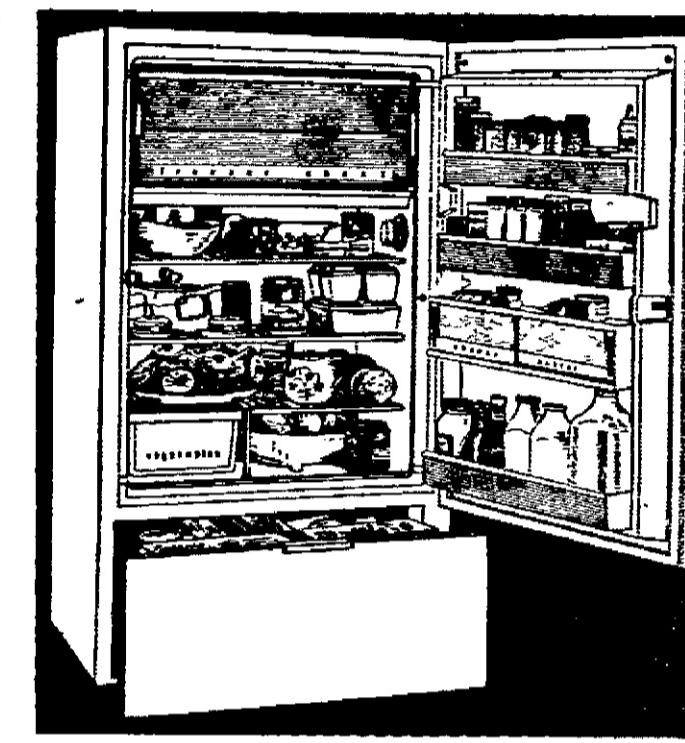
KELVINATOR PRICES ARE DOWN

KELVINATOR GIVES YOU MUCH MORE FOR YOUR MONEY THAN 10 YEARS AGO!

COMPARE PRICE! FEATURES! SIZE!

1958

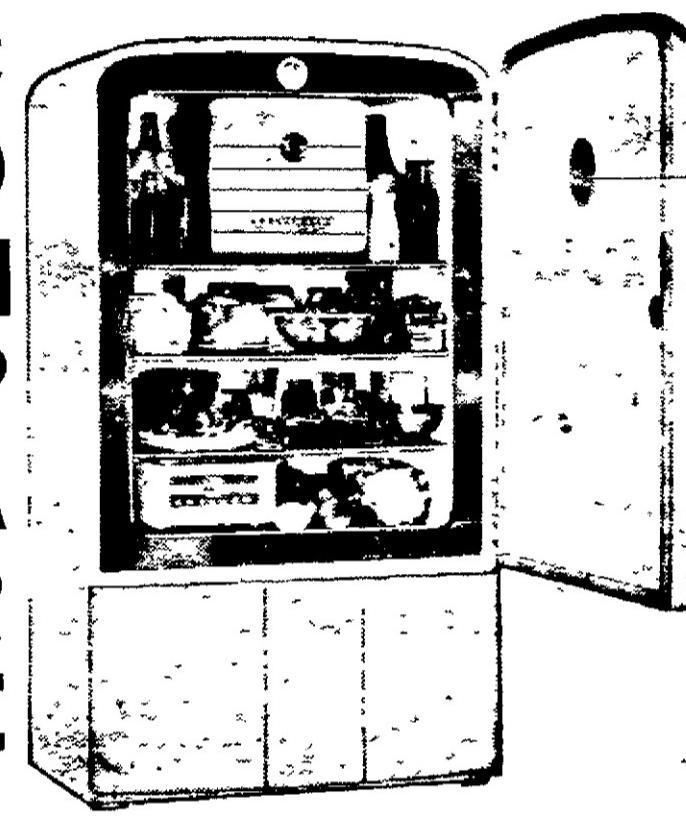
11 Cu. Ft. — Now
KELVINATOR



COMPARE

1948

Only 7 Cu. Ft. — 10 Years Ago
KELVINATOR



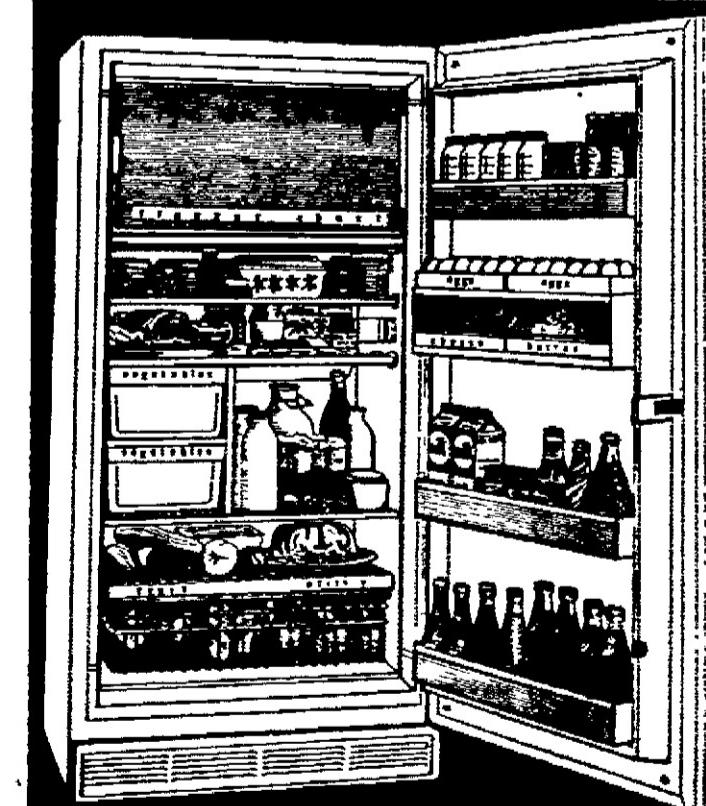
• Small 7 cubic foot capacity
• 25 Pounds of Frozen Storage
• Old-Fashioned Round-Corner Styling
• 12.2 sq. ft. of Shelf Area

\$239⁹⁵



\$239⁹⁵

FREE



WIN THIS BEAUTIFUL
\$399.95 KELVINATOR
REFRIGERATOR
See Your Kelvinator Dealer

68-lb. Food Freezer
Humidiplate
Aluminum Shelves
Temperature Control Dial and Light
Waist-Level Crispers
Slide-Out Fruit Basket
Door Shelves
Twin Egg Trays
Twin Handi-Chests
Safety Door

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PRESENTS THE WEATHER NEWS EVERY SAT. NIGHT AT 6:15 ON WBAY-TV

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Seymour Hardware

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WRIGHTSTOWN

Muelmans Electric



It's the Japanese Influence That characterizes this kitchen. At left, the kitchen contains a washer-dryer, garbage disposal, sink, dish washer and range in one internally plumbed and wired unit with a stainless steel countertop. Part of the wall refrigerator is barely visible at left. Appliances and cabinets are in brown. Rolled up matting at upper left drops down to shut out the kitchen items during meals.

SEARS
ROEBUCK AND CO.

THE SALE IS ON

COMPLETELY AUTOMATIC Kenmore Washer with Choice of Wash Water Temperatures...



**BUILT-IN
FILTER**

For Lint-free Washes

FEATURES OF THE KENMORE DRYER

- Completely automatic with heat control
- Durable construction with heavy-duty motor
- Durable cabinet with heat-resistant plastic
- Easy-to-clean front access door
- Easy-to-open door for easy loading/unloading

First
Choice
of the Fox
River Valley
in the 10th
Annual
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Appleton
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Survey

**FAMILY SIZE
KENMORE
Electric Dryer**

\$5 Down

\$
99

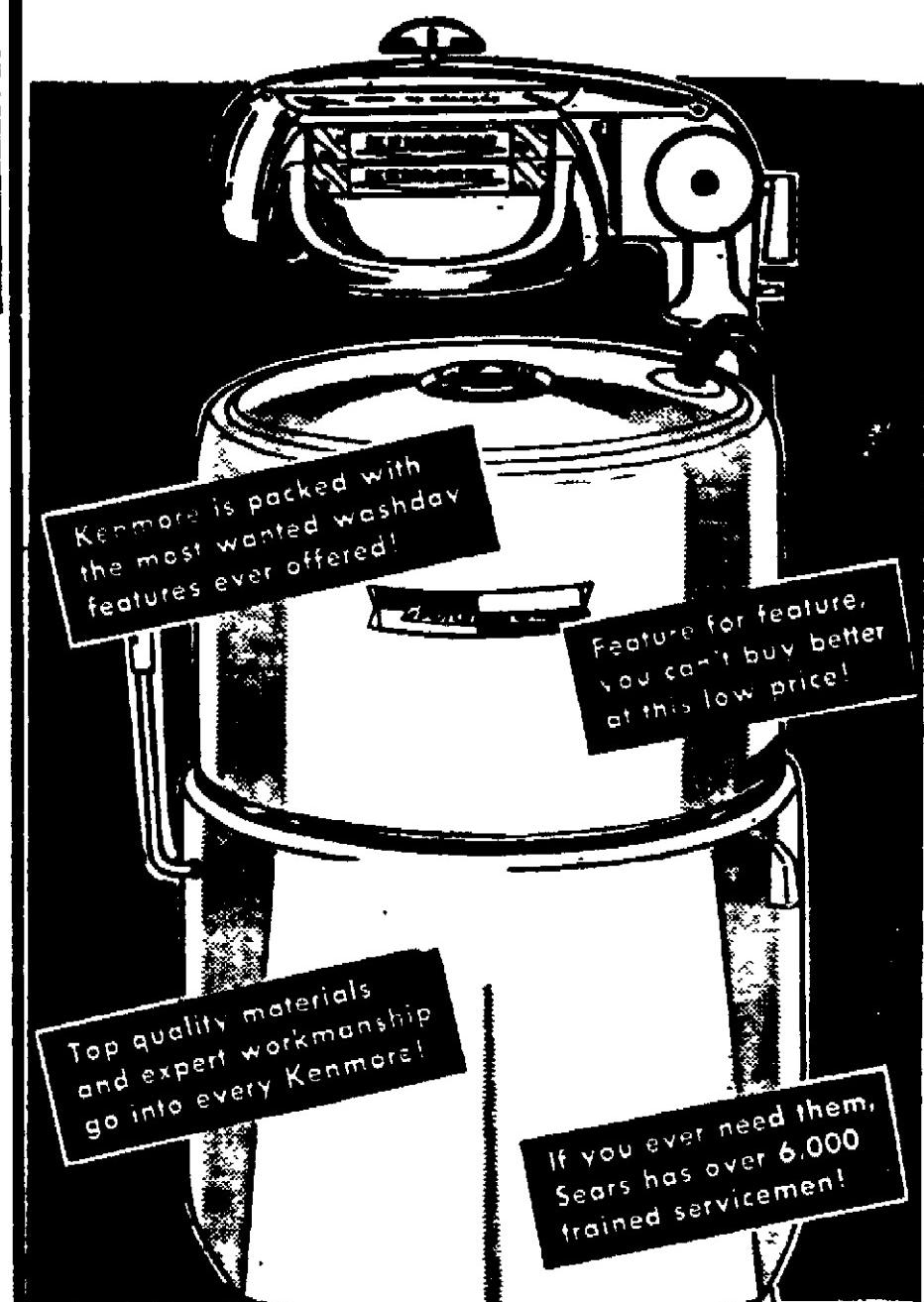
Model Shown

169 95

\$5 DOWN

Model Shown

- No Messy in-the-way Pans That Just Filter Part-time
- Deep-cleaning Agitator; Big Family-size Capacity
- Rustproof Porcelain Finish Tub Won't Stain Clothes
- 5-year Guarantee on Sealed-in-oil Gear Case



**KENMORE WRINGER
WASHER \$**

99

With
Full Time
Filter
\$5 DOWN
Model Shown

**WE SERVICE
WHAT WE SELL**

You Can Trust Sears Service
Coast to coast, our servicemen
are trained in your Sears applica-
ances... JUST CALL 4-1421

**HOMART 30 GALLON
AUTOMATIC GAS
WATER HEATER**

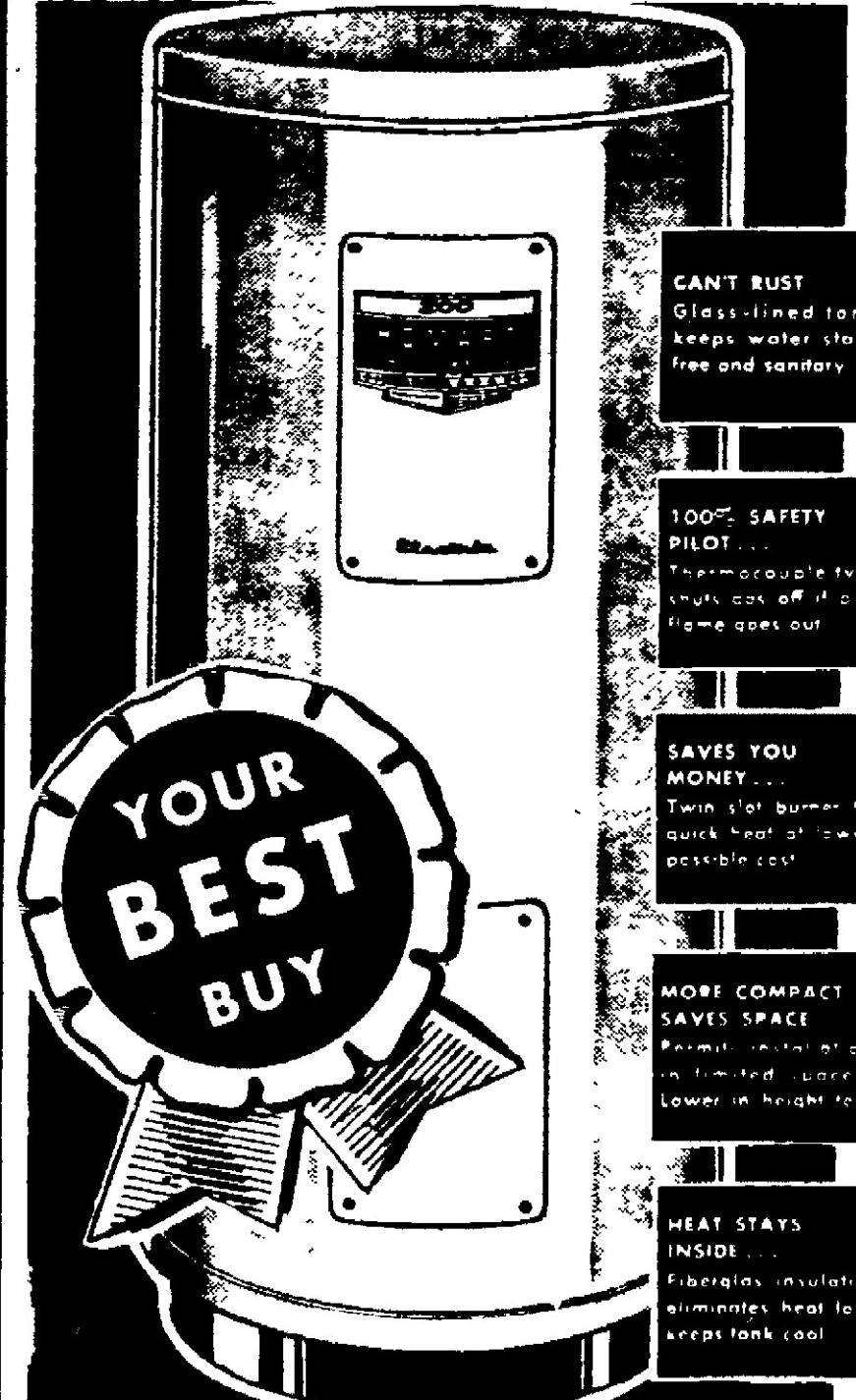
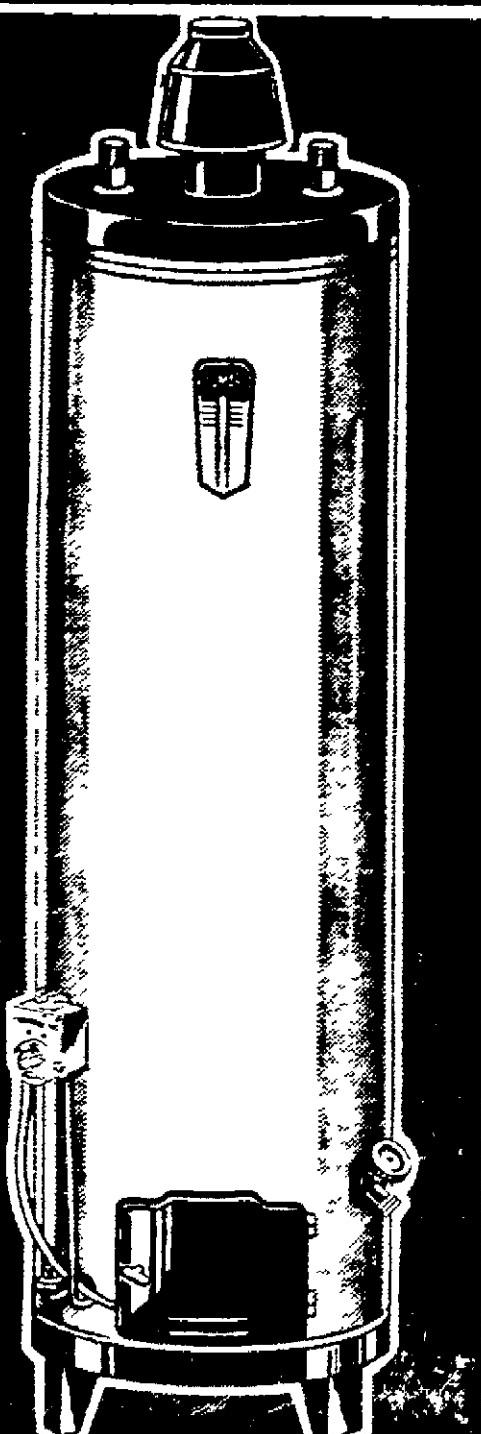
58

**Fully
Guaranteed**

- 100% Shut Off Safety Pilot
- Automatic Thermostat
- Economical

Model Shown

\$5 DOWN



**HOMART
GLASS-LINED
ELECTRIC
WATER HEATER**

89 95

30 Gal.
Size

Model Shown

TANK GUARANTEED 10 YEARS

\$5 DOWN

Shop Friday and Monday Nites 'Til 9:00 P.M.

BEST APPLIANCE VALUES!
better buy NOW! ★★★**Big Family Size Coldspot Freezer**

- Stores 350 lbs. of Food
- Special Fast Freeze Section

First choice of the Fox River Valley in the 10th Annual Consumer Buying Habit Study — Appleton Post-Crescent Survey.

\$188

\$5 DOWN

Model Shown

WHAT A PRICE!
WHAT A FREEZER—WHAT A VALUE

5-Year Guarantee
on the Sealed Unit

WIDEST SELECTION OF ALL... FROM THE LOWEST PRICED TO THE FINEST MADE

COLDSPOT *America's most Popular* **FREEZER**



WE SERVICE
WHAT WE SELL

Service prompt, reliable.
Ready service is available
white, or near you on your
phone.
CALL 4-1421

BETTER BUY
NOW!

KENMORE 30 INCH GAS RANGE

- Giant 24 Inch Oven
- Visi-bake Door
- Slide Out Broiler
- Top Griddle

Model Shown

148

\$5 DOWN

BETTER BUY
NOW!

KENMORE 30 INCH ELECTRIC RANGE

- Fully Automatic 24 Inch Oven
- Fastest Known Top Unit
- Full Width Light
- Big Storage Drawer

Model Shown

159

\$5 DOWN

BETTER BUY
NOW!

ROOMY COLDSPOT REFRIGERATOR

- 8.2 Cubic Ft.
- 18 lb. Freezer Chest
- Only 24 Inches Wide

Model Shown

138

\$5 DOWN

BETTER BUY
NOW!

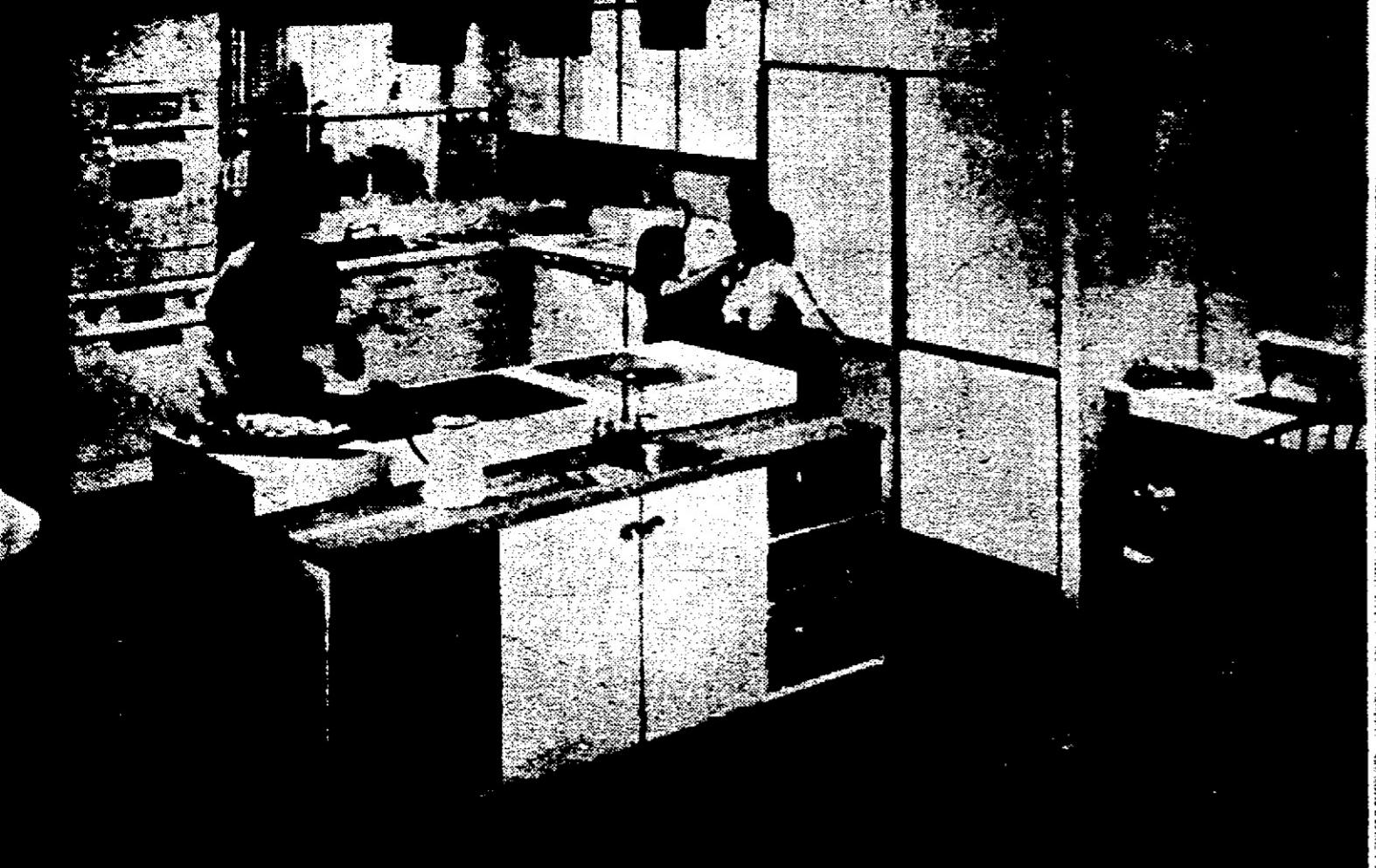
SILVERTONE 17 IN. PORTABLE T.V.

- 155 Sq. In. Viewable Area
- Printed Circuits
- Sturdy Metal Cabinet
- Handy Side Controls

Model Shown

128

\$5 DOWN



Family Room-Kitchen. Designed for the growing family, blends new and old into a warm, sunny room. Straight-line appliances include two built-in master ovens, room refrigerator and freezer, 30-inch dishwasher, garbage disposal unit and six surface units. The free-standing island, with two drop-in cooktops, serves as a divider between kitchen and family dining areas. Dining

side of the island includes convenient second sink, full-length cutting board top and storage space for trays and small appliances. Cabinets and appliances are yellow, counter tops and brick textured wall covering are white. Old traditional touches include brass carriage lamp, wall planter, dinner bell and sewing chair.

Quicker, Simpler

Laundry Assembly Line Can Save Much Effort

Old fashioned washday has been replaced by wash hours and minutes for millions of homemakers who use a "laundry assembly line" to help them breeze through the weekly laundry.

The same time-saving principles which efficiency experts use to simplify office procedure apply to the operation of modern washers, dryers and ironers. Laundering is most efficient when work flows with minimum steps between each laundry function. Four convenient work centers, arranged in proper sequence, simplify all laundry operations.

A sorting center is the first step. Here, clothes are sorted into proper wash loads, and stains and heavily soiled areas are pretreated before laundering. A good sorting center

should include a flat work surface and sufficient storage space for laundry supplies. The work surface may be used later to hold ironed flatwork and items folded for storage directly from the dryer.

Second, a washing center should be located next to the sorting center. If an automatic washer is used, the washing center may be quite small since no laundry tubs are necessary. Here, clothes are washed and such laundry compounds as starches, bluing and bleaches are used.

Dried Automatically. After washing, clothes are transferred to the third center, where they are dried in the assembly line. laundry loads automatic dryer for storage or can be washed, dried and ironed in one morning, instead of three days it once took.

With proper use of a "laundry

assembly line," laundry loads come from the dryer. After ironing, finished pieces should be sorted according to storage centers. For example, downstairs linens, upstairs linens, kitchen towels and clothing for bureaus and closets. Save such heavy items as rugs or blankets for the last washer and dryer load as these items may be stored directly from the dryer.

With proper use of a "laundry

assembly line," laundry loads are washed, dried and ironed in one morning, instead of three days it once took.

Two Basic Rules

1. Wash and wear garments which respond best to automatic dryer "pressing" are those containing a high percentage of such man-made fibers as acryl, orlon, dacron and nylon, and which have been properly tailored for complete washability.
2. Automatic wash and wear fabrics should never be washed and dried at high temperatures. For best results, use warm water in washer, and a low to medium dryer temperature or special wash and wear setting. Many of the new home laundry appliances feature a special setting for automatic wash and wear clothing. In all cases, follow washer and dryer manufacturers' instructions.

In addition to their easy-care advantages, automatic wash and wear garments are practical from an economy standpoint, as well. Since laundering is done at home, there are no cleaning bills to pay. Such garments stay neat-looking longer, too, for fabrics of man-made fibers tend to resist wrinkling. Best of all, these automatic wash and wear characteristics are designed to last the lifetime of the garment.

Use of Bluing Helps to Keep Clothes Whiter

Bluing is actually a laundry "cosmetic" for it is used to give clothes the appearance of whiteness without actually bleaching them.

You'll find that bluing although not an essential part of home laundering, is helpful in caring for clothes which have a yellowish tinge when removed from storage, or in giving a pleasing, slightly bluish cast to white articles.

Blue flakes or beads are easiest to use in your automatic washer. Bead bluing is made from synthetic detergent, combined with soluble blue color; flake bluing is soap flakes to which bluing has been added. Either of these type should be added to wash water and thoroughly dissolved before adding clothes to the washer.

If you prefer to use liquid or solid bluing, dilute according to package directions and add to the last rinse cycle. When using bluing, always follow washer manufacturers' instructions as well as those of the bluing maker.

Blueing, like make-up, should always be used sparingly. Overbluing may cause streaking or graying of the fabric.

Proverbs for Laundry

Ancient Adages Can Apply to Today's Modern Washers, Dryers

Proverbs seem to apply to nearly everything, and doing laundry is no exception, judging by the following washday proverbs.

A place for everything and everything in its place should be your watchword when planning your laundry area. Make sure that in addition to washer, dryer and automatic ironer, your laundry room includes biggest advantages of dryer-space for sorting clothes drying shelves for blungs, bleaches, starches, soaps and detergents.

It's better to be safe than sorry when classifying colored garments before placing them in your washer and automatic tie-dye. A stitchin time save nine and of an item, soak a small piece of the fabric in a bowl of warm water, but an easier way to know if your washer and automatic tie-dye should be laundered separately.

Experience is the best teacher, and a conveniently located mending basket for emergency repairs.

It's better to be safe than sorry when classifying colored garments before placing them in your washer and automatic tie-dye.

Experience is the best teacher, and a conveniently located mending basket for emergency repairs.

Practice makes perfect when

Wishes Come True

Appliances Create Dream Kitchen That Delights Whole Family

Whether an apartment dweller or a Cape Cod cottager, every woman has her dream-kitchen. Now it can be a reality — with built-in livability, where dishes all but do themselves, waste foods dispose of themselves, and the whole family finds fun in everyday pushbutton kitchen activities. And the marvel of it is that each new appliance added to the dream finds its right place in a built-in plan.

Such a plan may have its beginning in something as simple as a new fluorescent fixture. Bigger things can come later, taking full advantage of today's straight line, squared corner styling, plus a dramatic use of color.

Conform to Space

Because of this practical straight-line design in some new electrical appliances, the built-in trend which started with ranges and ovens, now extends to other appliances. With

no curved tops, sides or back, ed kitchens is the pre-assembled straight-lined appliances "kitchen center" — a single unit containing range, oven, against a wall, tightly in a corner, or in line with other appliances or cabinets.

Many appliances, including the dishwasher, can be installed in the kitchen wall, and incorporate fresh, sudsy water.

most kitchen necessities in one place, beneath a convenient strip. Other sections of the kitchen then are left free to open up floor space. Wall-hung refrigerator freezers color-matched to kitchen cabinets, make cold storage space seem almost nonexistent to the eye.

Pre-Assembled Kitchen

In addition, counter-top surface cooking units can be placed to form islands or peninsulas with plenty of space left to make a handsome breakfast bar, serving or work counter. They also work well as room dividers, separating a dining or family area from the busy part of the kitchen.

"Packaged kitchens," which are becoming increasingly popular for new homes or kitchen remodeling. Another approach to packag-

ed kitchens is the pre-assembled "kitchen center" — a single unit containing range, oven, against a wall, tightly in a corner, or in line with other appliances or cabinets.

Never wash clothes too long for soil may be redeposited garments to automatic dryer and allow to dry. When removed, they'll need only a light ironer touch-up to be crisply pressed and ready to wear again.

Tips on Wash Periods

Never wash clothes too long for soil may be redeposited garments to automatic dryer and allow to dry. When removed, they'll need only a light ironer touch-up to be crisply pressed and ready to wear again.

Next, launder in the usual way filling washer with hot water. Add soap or detergent.

It may be necessary to increase the amount of detergent used in washing, depending in the size of the load and degree of soil.

Use full wash, rinse and spin-dry cycles, then transfer garments to automatic dryer and allow to dry. When re-

moved, they'll need only a light ironer touch-up to be crisply pressed and ready to wear again.

BEST APPLIANCE VALUES!
better buy NOW! ★★★

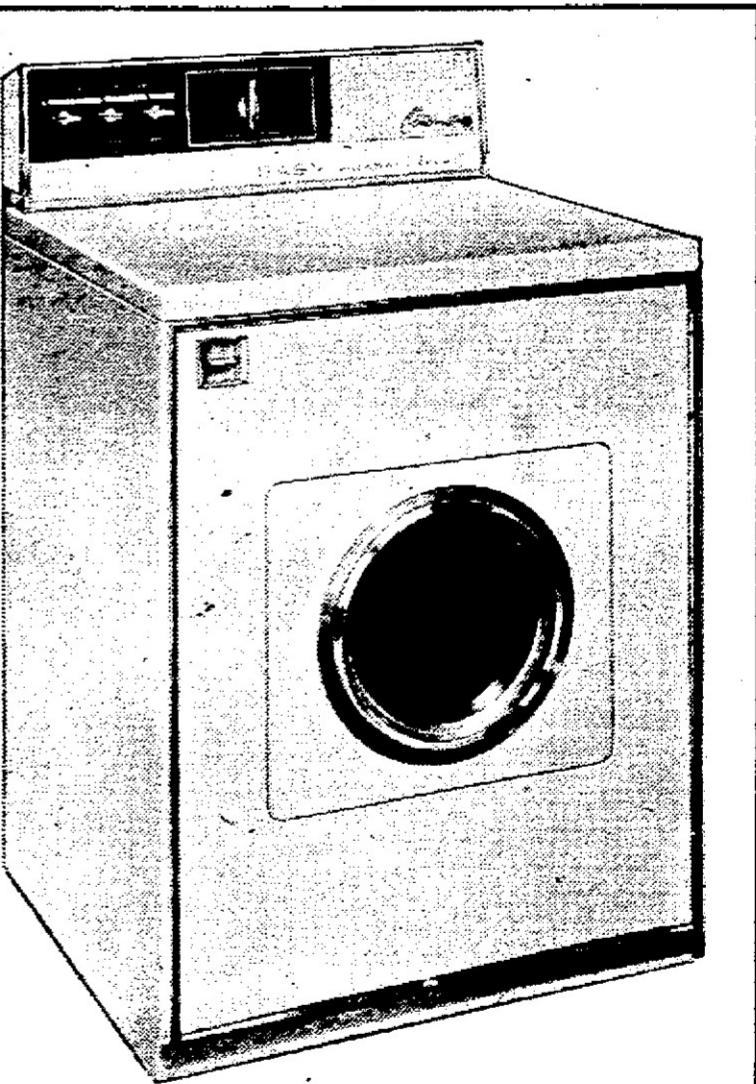
NEW 1958 EASY COMBOMATIC Washer Dryer

WASHES CLEANER RINSES BETTER Dries Without Heat Set Wrinkles

It's A Washer

Does the whole wash safely and gently

- Exclusive tilt tumbler washing action.
- Uses only 16 gals. hot water. Fine Fabric Control.



Completely Auto. Takes 1 Minute

To Set Dials And Your Work

Is Done —

Safe For Any

Fabric. See It

Demonstrated

At These

Exclusive Easy

Dealers



365⁵⁸



Available from the following dealers:

Good Housekeeping Shop

425 W. College Ave.
Appleton

Music Box Associates

Brin Bldg.
Menasha

Home Appliance Co.

225 W. College
Appleton

Muddy Weather Shouldn't be Feared Today

Automatic home laundry equipment is especially helpful to homemakers whose hard-working, hard-playing families keep the clothes hamper brimming with heavily soiled work and play clothes. Even children's muddy jeans or husband's work pants can be laundered with ease in modern washers and clothes dryers by following these suggestions:

If clothes are mud-soaked, allow them to dry completely. Then shake briskly to remove loose surface dirt and caked mud from cuffs and pockets. Use a brush if necessary. Pretreat all badly stained or soiled areas with a paste solution of soap or detergent and water. Rub in or use a bristle brush.

Next, launder in the usual way filling washer with hot water. Add soap or detergent. It may be necessary to increase the amount of detergent used in washing, depending in the size of the load and degree of soil. Use full wash, rinse and spin-dry cycles, then transfer garments to automatic dryer and allow to dry. When removed, they'll need only a light ironer touch-up to be crisply pressed and ready to wear again.

Westinghouse Accepts “BEST VALUE” CHALLENGE

... cooperation with Westinghouse... makes possible
for 10 days... ONLY IN THE FOX CITIES... the LOWEST
prices of the year on famous
1958 Westinghouse Appliances



BEST VALUE Westinghouse Refrigerator

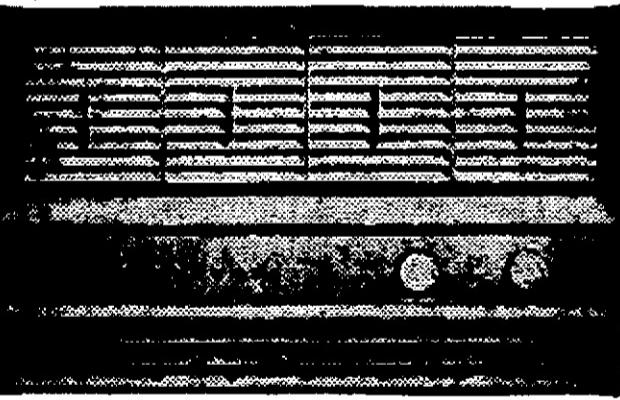
With GIANT Freeze Storage

HUGE 75 POUND FROZEN FOOD CAPACITY
Freezer is insulated to assure safe, zero-degree storage. Four wrap-around, quick-freeze plates will let you sharp-freeze foods at 10-15 degrees below zero. Freezer contains ice tray that ejects cubes at a flick of the handle. Drop-down door serves as handy loading shelf. 60-pound capacity!

219⁹⁵TERMS
You Pay Just \$2.32 Per Week

- Frozen Storage Tray Holds 15 Pounds
- Butter Server Has One-Pound Capacity
- Full-Width Vegetable Crisper
- Two Egg Shelves Hold 22 Eggs

Best Value Westinghouse AIR CONDITIONER



BIG $\frac{3}{4}$ h.p. MODEL

219⁹⁵TERMS
You Pay Just \$2.32 Per Week

Get the jump on hot weather... and hot weather prices! Buy now and save — get all these Big Comfort Features —



DEHUMIDIFIER — Westinghouse actually cool-dries the airflow into your room. No more oppressive humidity.

CIRCULATES — Westinghouse keeps air in constant, gentle motion throughout room.

DRAFTLESS — Adjustable no-draft grilles direct air up, down, right or left into every corner of room.

Best Value Westinghouse

DEHUMIDIFIER

99⁹⁵TERMS
You Pay Just \$2.00 Per Week

- Stops Rust!
- Stops Warping
- Stops Dripping Pipes
- Stops Peeling Paint
- Stops Mildew, Mold and Odor

NOW DURING BETTER BUY DAYS AT THESE WESTINGHOUSE DEALERS

GOODYEAR STORES
APPLETON

MENASHA ELECT. UTILITIES
MENASHA

LANGSTADT'S INC.
APPLETON

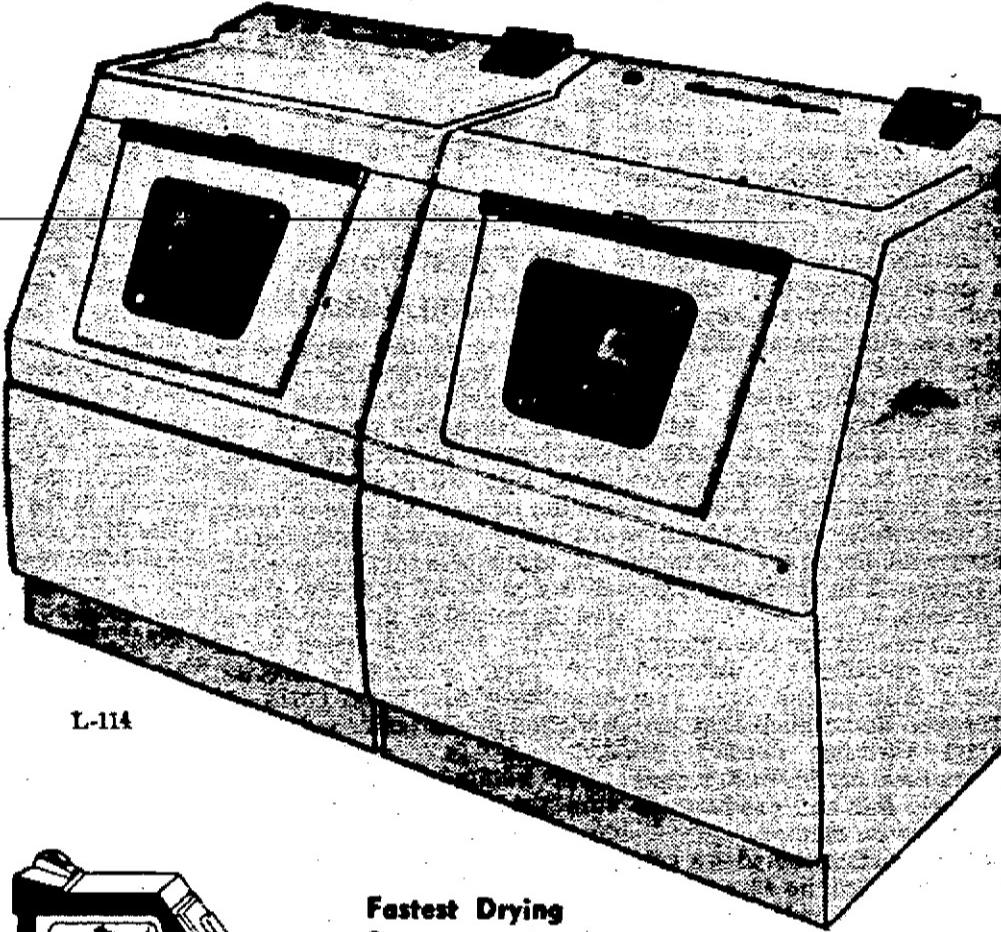
RABIDEAU APPLIANCES
KAUKAUNA

LANGSTADT'S INC.
NEENAH

BEST VALUE Westinghouse

Laundry Twins

LAUNDROMAT

179⁰⁵TERMS
You Pay Just \$1.58 Per Week

DRYER

139⁰⁵TERMS
You Pay Just \$1.58 Per Week

Fastest Drying System on Earth

D-114

... and the thirstiest electric dryer you can own! You get a stronger flow of fresh, warmed air which blows directly onto tumbling clothes — not through machinery. Saves current on every load because it's quicker. Automatic wrinkle-removal saves hours of ironing!



HERE'S WHY LAUNDROMAT REVOLVING AGITATOR IS BEST

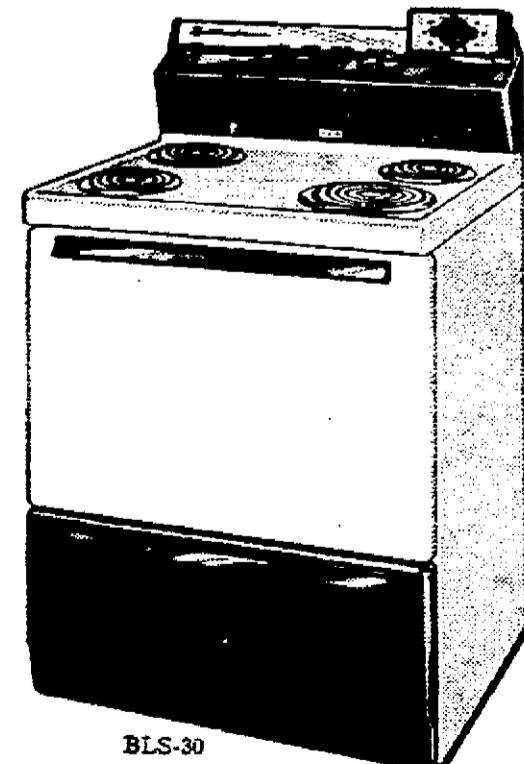
Washes Cleaner! New-old-fashioned center post: Clothes go inside the Revolving Agitator which lifts, turns, plunges them 50 times per minute.



Cleans Itself! Because of its patented design, the Laundromat cleans clothes better, then automatically cleans itself! Sand, suds, lint go down the drain.

Best Value Westinghouse Range

Fully Automatic SPEED ELECTRIC

228⁸⁸TERMS
You Pay Just \$1.98 Per Week

SINGLE DIAL OVEN CONTROL turns oven on and sets temperature with a single turn.

GRILL - APPLIANCE OUTLET can be used for grill or any small appliance. Can be timed automatically.

DIVIDED PLATFORM provides ample work space between surface units. No-drip edge prevents spillovers, makes cleaning easy.

AUTOMATIC TIMER controls oven cooking and appliance-grill outlet. Starts and stops current, cooks while you are away. Minute timer buzzes when foods are ready.

PLUG-OUT UNITS. All surface and oven units are of plug-out design for easiest cleaning possible. Chrome trim rings and porcelain drip pans are also removable.

ROTARY CONTROLS on all surface units show five marked heat settings — also give choice of 1001 heats between the five marked settings. All controls removable for easy cleaning.

NEVER BEFORE SUCH BEAUTY . . . SUCH COOKING CONVENIENCE

Moving Wringer Washer Saves Laundry Steps

Location Should be
Near Water Supply,
Tubs, Automatic Dryer

If a wringer washer best suits your laundry needs, the American Home Laundry Manufacturer's Association offers the following guide to good laundry procedure.

Since the wringer washer is movable, begin your laundering by moving it to the spot you find most convenient for saving steps. Location should be near the water supply, by drain and rinse tubs if these are to be used, and close to your automatic dryer. In addition, a level work surface nearby will be handy for mending, sorting and pretreating clothes.

The load line on the agitator or tub of your washer indicates the proper amount of wash water to be used. For white and colorfast items, very hot water is best; use cold or lukewarm water for non-fast colors. When adding soap or detergent, use the amount specified by pack- age or washer manufacturer's instructions.

Same Suds
may be washed in the same suds when using a wringer washer. Take this into consideration when sorting wash loads. Lightly soiled articles such as white cottons, sheets or pillowcases, and other white articles make up a good first load. Dark or heavily soiled items should be saved for the last load or loads. Wash only as many garments at one time as will move freely in the tub.

When reusing wash water, add additional soap or detergent, and enough hot water to make up for the drop in wash water temperature. Never reuse wash water after it becomes heavy with dirt as the dirt tends to redeposit in following loads of clothes.

Wash clothes for the amount of time specified by manufacturer's instructions for your machine. Remember that prolonged washing doesn't get clothes cleaner. Instead, it may redeposit soil and produce excess wear on clothes.

If your washer includes a spin dry mechanism, be sure to load clothes in the spinner basket before starting the item through the wringer rolls, then allowing housewife work in the laundry.

If garments are to be fed through the wringer save strain by starting the item through the wringer while guiding it by hand to avoid tangling. It's ing clothes by machine — but most efficient to use an assembly line technique whereby one gadget, they failed to save the housewife.

After wringing, clothes should go directly to the automatic dryer. Set dryer controls, and machines were comparable to the first American washer, patented in 1865. The "machine" consisted of a tub, a plain lid, a corrugated board and a lever.

When using your washer, remember that no washing machine can do a really efficient job unless good laundry procedure is followed. Modern wringer and the other board with the lever attached pressed on top to the clothes and rubbed back and forth with a jerky, push-pull motion.

As late as 1927, an improved version of this machine that do families looked with disdain the "wash n' wear" syndrome.



You Can Barbecue Right in your own kitchen all year round with this new range top rotisserie. As the meat rotates over the gas flame, it is self-basted, thus reducing shrinkage and retaining more of the natural flavor and juices. The gauge at the front of the spit indicates when meat is cooked to the right degree of doneness.

Laundry Progress From Washboard To Push-Button Spans Last 50 Years

'Pastime' Washer of 1907 First Step in Replacing Hired Girl

No more is the washing of clothes accompanied by the racket-splat of the wash stone or the rub-a-dub scrub of the washboard. These sounds have faded into silence under the gentle, persuasive hum of modern home laundry equipment.

A touch of a button, a twist of a dial is all that the modern homemaker does to transform the family's soiled laundry into a state of radiant cleanliness that never could be matched by old-fashioned methods.

The "Pastime" was hand-operated by a crank handle that smashed against a rock, stamping clean in a shallow stream or rubbed against the back lid.

Fifty years ago, a new era opened when a small Iowa farm machinery firm manufactured its first washing machine.

Most of the early washing machines were comparable to the first American washer, patented in 1865. The "machine" consisted of a tub, a plain lid, a corrugated board and a lever.

To meet this demand for power laundry equipment came a maker that she will be able to one-half horsepower gasoline engine first introduced in 1914. For many years it was the only engine-equipped washer on the market and supplied country folk with power laundry tumbler.

In 1922 Revolution

To meet this demand for power laundry equipment came a maker that she will be able to one-half horsepower gasoline engine first introduced in 1914. For many years it was the only engine-equipped washer on the market and supplied country folk with power laundry tumbler.

Cabinet Sink Highlight Of Modern Kitchen Plan

Focal unit for modern kitchen planning is the cabinet sink.

For the first time in 1922 once

came the simple mechanical principle that was to revolutionize the washing of clothes. The dolly was inverted, put in a drawer, rinsing spray, and the bottom of the tub and the gle handled faucet were replaced with fins. Steel kitchen cabinet manufacturers offer this basic unit called an agitator and is the



One of the First Electric washers, this early 1900 model was an adaption of a popular hand-powered machine. The dairy maid stool contraption in the center of the lid was called a dolly. Clothes were turned through the water by the dolly pegs and scrubbed against the corrugated sides and bottom of the cypress tub.

Easy Job to Keep Appliance Neat

Housewife Can Maintain Sparkling Range With Small Amount of Effort

Not only are modern auto-el. Avoid having vinegar, milk, matric gas ranges beautiful — tomato, or lemon remain in they're easy to keep that way. contact with the enamel on the

There's no more scraping, scrubbing and scratching. Newly developed finishes, modern design eliminating most crevices, removable racks and burners and broilers—these are the reasons you can keep your gas range a dream of shiny cleanliness with just a flick of the wrist.

Spill-overs from cooking and baking are often unavoidable. They should be removed after the range has cooled. When stains don't respond, use a small quantity of ammonia with suds, hot water, then wring. For the oven, steel wool or a good cleaner can be used for trouble spots.

Burner Trays Burner trays, top grids and even the burners themselves ed with ease. Wash the racks are easily lifted out and washed periodically.

The broiler is easy to clean. Remove it and wash in hot water. Avoid using strong alkalis or sudsy water, just the way you cleaning powders. It's not necessary to wash your cooking utensils.

With just this minimum of care, your gas range will stay in good condition for many years to come.

Wait until the range has cooled before cleaning. However, good looking and give satisfaction for many years to telephone party line system,"

"Much of the home wiring in this country is still like the old results. This is a signal that the

as you cook you can wipe up splatters with a paper tow-

Correspondingly, timers and

thermostats in appliances so

state to which such devices are

frequently reduced. The bureau Timers and thermostats are

claims. The electrical plant in

the home works at such a low

level of efficiency that neither

enough working energy in watts nor enough voltage reaches

electrical equipment through

the branch circuits.

When the normal 115-125 volt

circuit loses voltage to below

the 100 mark, erratic operation

is sure to be resur-

veyed.

Low Voltage Costs Money

Appliances Suffer 'Electrical Abuse' In Most Homes Today

Adequate Wiring bureaus state, "full of interrupted conversations, poor quality signals, parties clamoring to use the line, and everybody getting mad. Nobody's satisfied, and nobody's getting his money's worth of his appliance performance. There's just one solution—getting a modern system that can't be 'cut in on.' If people would do something about getting adequate wiring into their houses,

"electrical abuse" from being one appliance wouldn't be fighting operated at low voltage and interfering another one for current."

There's no more losing the cuts — and 80 per cent of all household money every day older homes in the country are in performance value, accord-

ing to the National Adequate Bureaus the few circuits it has

by making them serve so many

lights and portable appliances

never get a mental picture of that none gets the power it

thermostat inside the new needs to function well.

electric toaster bringing its As each piece of equipment

hands tragically and calling for competes for the scant elec-

trical fuel at hand, and more

honestly don't know how it op-

erates, or what it needs in the rating of the circuit permits,

wires overheat, voltage drops.

Like Party Line

Yet, it's a fact that this is the

state to which such devices are

frequently reduced. The bureau Timers and thermostats are

claims. The electrical plant in

the home works at such a low

level of efficiency that neither

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state to which such devices are

frequently reduced. The bureau Timers and thermostats are

claims. The electrical plant in

the home works at such a low

level of efficiency that neither

enough working energy in watts nor enough voltage reaches

electrical equipment through

the branch circuits.

When the normal 115-125 volt

circuit loses voltage to below

the 100 mark, erratic operation

is sure to be resur-

veyed.

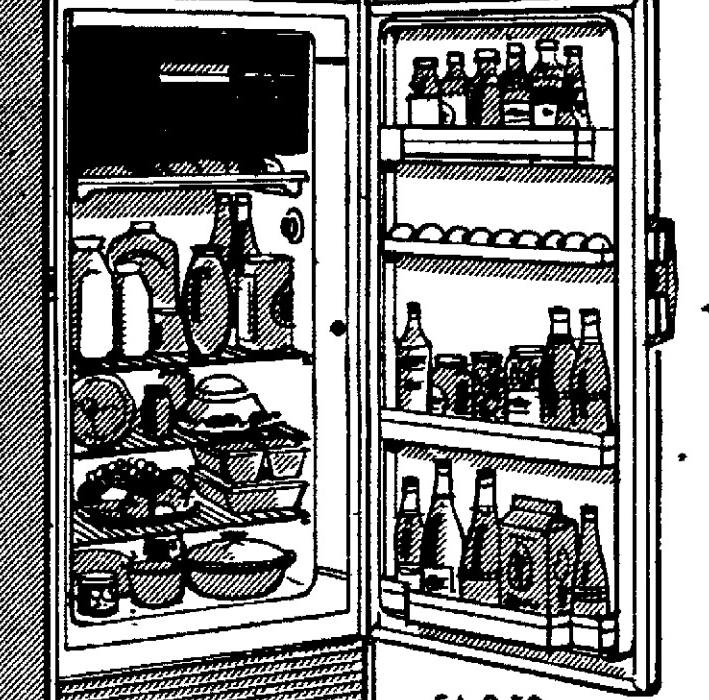
HOME APPLIANCE CO. Brings You BETTER LIVING with FRIGIDAIRE

BIG 8 Cu. Ft. FRIGIDAIRE REFRIGERATOR

- Safety-Cycle Defrost
- Full 5-Year Warranty
- Big Family Size
- Built and Backed by General Motors

\$9995 With 1 - 10 Year Old Trade
In Operating Condition
\$1.18 Per Week
for 24 Months

NOW ONLY
THIS IS NOT A TRICK or GIMMICK
We will give you a true-value trade allowance
for your old operating appliance.



1958 FRIGIDAIRE DELUXE ELECTRIC RANGE →

- Full Width Thrifty Oven
- Easy-Clean Control Panel
- New Automatic Cook-Master
- Full-Width Cooking Top Lamp

\$19995 Only \$2.35
Per Week
For 24 Months
With Trade RD-38-58

NO DOWN PAYMENT

featuring America's LOWEST-PRICED WASH AND WEAR PAIR



Come See - Newest wash and wear fabrics and fashions

Come See - Famous "Wrinkles-Away" Dryer saves up to 9 hours of ironing each week

Come See - Lowest Prices in America for an automatic Wash and Wear Matched Pair

\$33995 With Trade

\$40 Down — \$3.59 A Week
For 24 Months

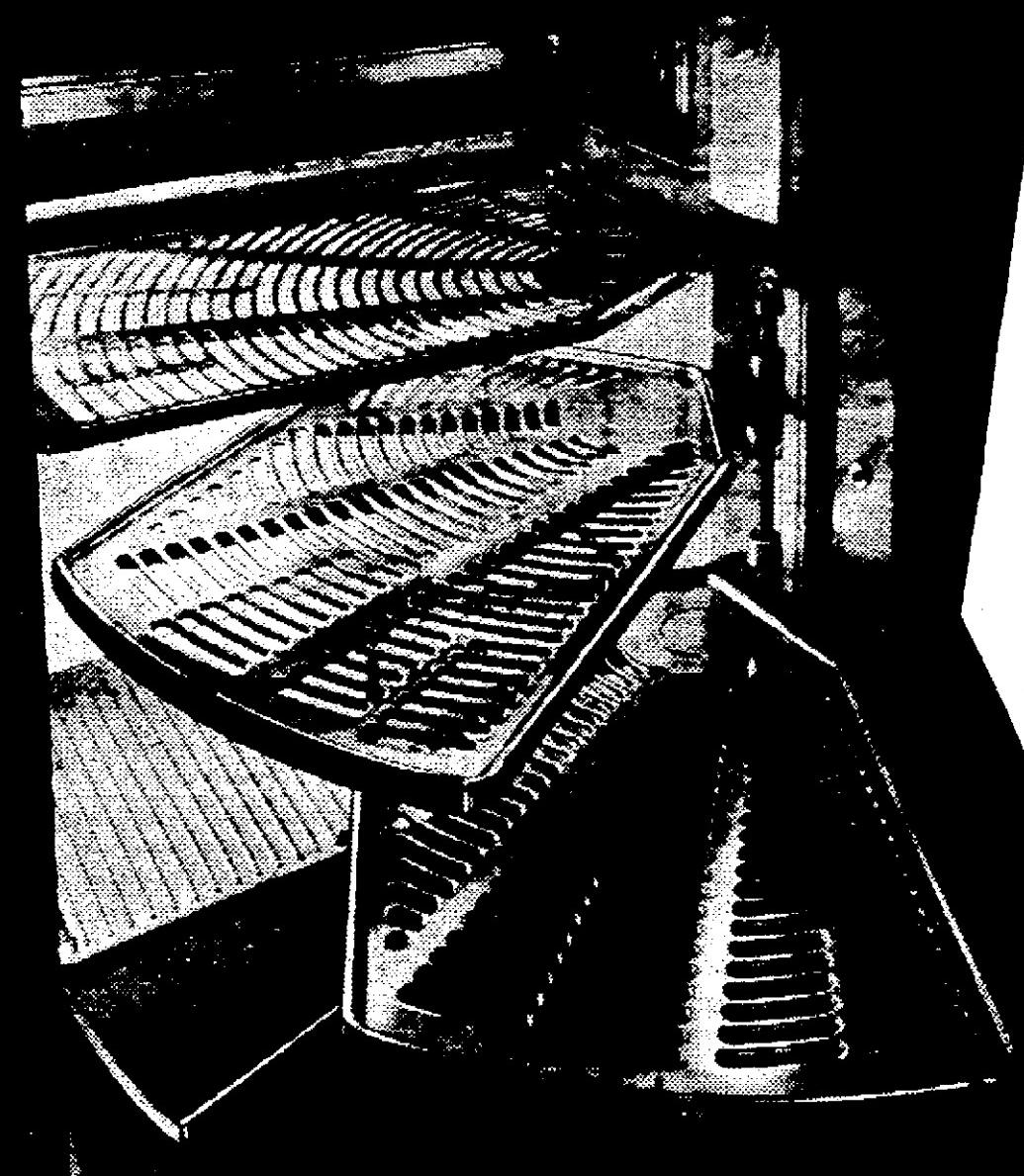
HOME APPLIANCE CO.

"Your FRIGIDAIRE Sales and Service Dealer"

225 W. College Ave.

Dial RE 3-4406

Most Exciting Refrigerator News In 10 Years!



Shelves Swing Out...Crisper, Too
IN NEW
NORGE
Swing'n Serve
REFRIGERATOR



A WHOLE NEW CONCEPT IN REFRIGERATOR CONVENIENCE!

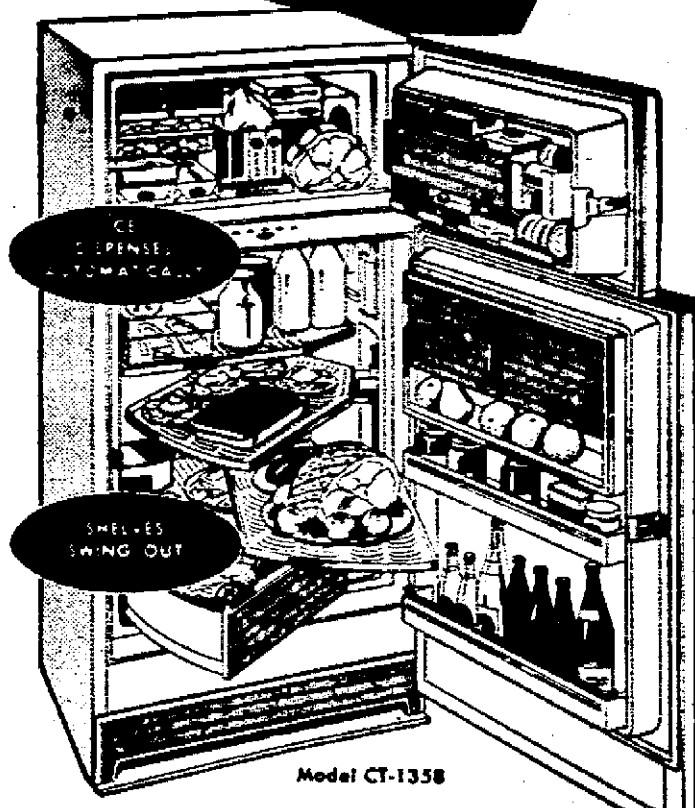
Treys swing down to dispense ice automatically! Deliver constant supply of dry, separated cubes into handy storage basket. No messin' with trays! No plumbing expense! No levers to pull!

Shelves swing out! Give you reach-easy selection of all food. No searching, stooping, spilling. They even lift out for step-saving tray service.

Crisper swings out! Shelf-Spacer Lever Swings! Everything swings out for reach-easy cleaning! 116 lb. Zero Degree Freezer 13 Cu. Ft. Total Storage

PLUS:

- Automatic Defrosting
- Smart new "built-in" look to fit any kitchen plan.
- Dairy Keeper compartment for butter, eggs, cheese.
- Roast-deep Meat Keeper.
- Color styled interior.
- Pushbutton safety latch door.



Model CT-1358

Swing on Down
Get the
DEAL
Of Your Life!

Distributed by ROTH Appliances Distributors, Milwaukee, thru These Dealers

Appleton Appliance Co. 507 W. College Ave.
Good Housekeeping Shop 425 W. College Avenue

Finkle Electric 316 E. College Ave.
Bell T-V & Radio 204 W. Wis. Ave.
Neenah, Wisconsin

Drop Those Matches, Lady!

Get a smart new '58 NORGE Match-Less 30" GAS RANGE

BURNERS LIGHT AUTOMATICALLY
OVEN LIGHTS AUTOMATICALLY
BROILER LIGHTS AUTOMATICALLY

Model GAC-137CP

Tiny pilots light gas automatically at the turn of a dial. Automatic shut-off stops gas flow to oven if pilot is out.

Magic "Meal Sentry" Makes Every Pot and Pan Automatic!

Thermostatic control on top burner turns heat up or down to maintain cooking temperatures with pin-point accuracy. Foods can't burn, boil over, separate or stick! No more pot watching and guesswork! No scouring drudgery!

Plus:

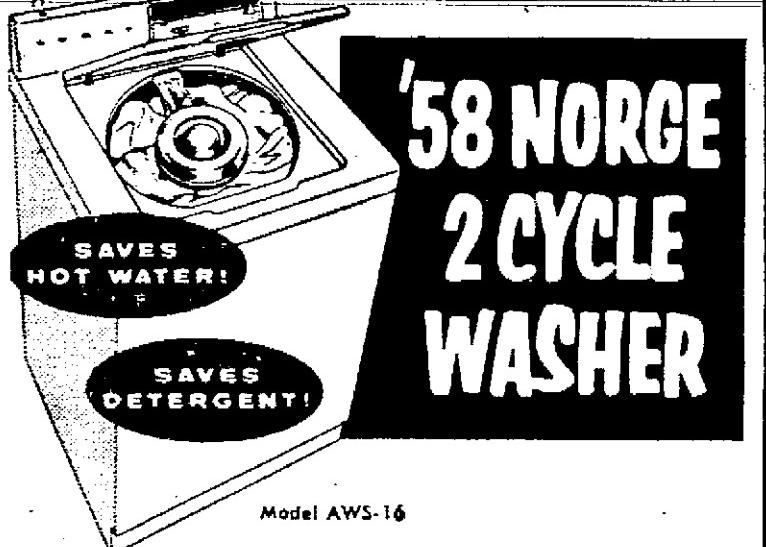
- 23½" Master Oven with Picture Window and Light.
- Harper-Wyman Burners.
- 4½ Hour Clock-Timer.
- Speed Broiler.
- Range Lamp.
- Top Griddle (optional).
- Titanium Porcelain Finish.

EASY TERMS! LOW DOWN PAYMENT!

Now Only \$188.00
WITH TRADE

Automatic Suds Return

Is yours at fantastic savings on ...



A real steal for the thrifty-conscious homemaker! Just set selector to SUDS position and hot, sudsy water from first wash returns automatically. 2 automatic cycles assure perfect handling of all fabrics. Set at NORMAL for regular loads; SHORT for delicate things.

- Automatic hot or warm wash.
- Automatic warm or cold rinse.
- Big 9 lb. porcelain tub.
- 5-year warranty on transmission components.

259⁹⁵

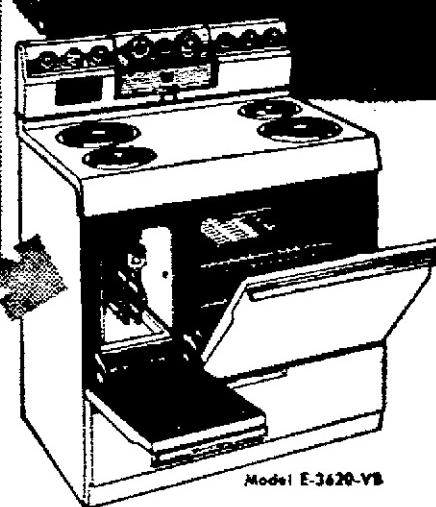
Brand New '58 Model
And Your Old Washer
LOW DOWN PAYMENT!
EASY TERMS!

WHILE THEY LAST!

Attention Norge Washer Owners!
Modernize your present Norge automatic washer with a Norge Dispenser Wheel. There are no installation problems.

BROILS MEAT ON BOTH SIDES AT ONCE ... In half the time!

NORGE ELECTRIC RANGE WITH 100% SMOKELESS Vertical Broiler



249⁹⁵

Special Trade-In Offer Now in Progress!

Broils with the door closed in one-half the time! Tenderizes the cheaper cuts of meat, searing in juices instantly from two sides. No smoke, spatter, clean-up; not even a broiler pan to clean!

- Controlled-heat cooking on top with amazing Meat-Sentry unit.
- Mammoth "blended-heat" automatic oven.
- Choice of colors: pink, green, yellow, white.

BUY NOW and SAVE!



NEW 500 LB. NORGE DELUXE FREEZER

with exclusive

"Safety-First" FOOD FREEZING

Food is kept at constant zero temperature to maintain peak flavor through a combination of —

1. Super-powered Safety-Temp Compressor
2. Open-coil Jet-Freeze Shelves
3. Custom-Formed Insulation
4. Roll-Out Food Basket
5. Touch-A-Matic Door Handle

Special! 329⁹⁵

ACT NOW — WHILE THEY LAST!

Appleton Appliance Co.

507 W. College Ave.

Appleton, Wis. • Phone 3-8744

Finkle Electric

316 E. College Ave.

Appleton, Wis. • Phone 3-2811

Good Housekeeping Shop

425 W. College Ave.

(Across From Gloudemanns)
Appleton, Wis. • Phone 4-2383

Bell T-V & Radio

204 W. Wis. Ave.

Neenah, Wis. • Phone 2-1848

Size of Television Set Shrinking, Dealers Say

If you're in the market for a new television set, your dealer has some surprises for you. He's been in full sway for several years.

Unlike the last time you went into the market place for a television set, you'll find a wide range of colors and even some attractive portables.

But, the big difference is in the size of the average set.

The traditional boxy look of the television set is vanishing.

Sets this year are four inches shallower on the average than

last year. And the trend has been in full sway for several years past. A number of models are available in dressy vinyl plastic. You'll find them approaching the look and features of table and console models.

Prices range upward from under \$500 and sets come in table and console models in a wide range of finishes and colors.

Color TV reception is much improved, dealers say. Early purchasers complained of difficulty in keeping sets in proper adjustment, but modern sets offer no trouble when equipped with a proper antenna.

Two TV stations serving the Fox Cities area this last year increased sending power of their towers.

is a boon. You might want to so that a set owner, fortified with a movable antenna stop.

Colors? You name them, his home, has a choice of pro-

motional development grants on as many as five

color TV sets. Dealers indicate a boom toward color TV sets may be building.

Most startling development

grams on as many as five

color TV sets are becoming increasingly popular in the pounds of laundry.

Whenever smaller items to make up

large and small items — for

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100 WEST COLLEGE AVE.

Phone
Reg. 3-6661

BEST APPLIANCE VALUES!

better buy NOW! ★★★

WARDS[®]

NATIONALLY ADVERTISED AIRLINE-TRU-COLD-SIGNATURE APPLIANCES SOLD ONLY BY WARDS



- 101-lb. True-Zero freezer has convenient juice and package racks in door.
- Smart straightline design for that modern "built-in" look—arctic blue interior color styling.
- Refrigerator storage door has molded egg racks, a handy beverage decanter and space even for half-gallon milk cartons.
- "Sure Seal" safety door opens from the inside with just a slight push.
- 3 glide-out shelves bring food out for easy selection—can be adjusted to different heights.
- Full-width crisper keeps fruits and vegetables fresh and moist cold.

TRU-COLD refrigerator-freezer combination

\$299

with trade

No down payment with trade

- 12.1 Cubic Ft.
- Cycle-Cold automatic defrost
- True-Zero freezer holds 101-lbs.

Defrosting is automatic—no pans to empty, no buttons to push, no messy coils to drip defrost water on food. Exclusive Cycle-Cold goes to work the instant you close the door—restores cold 4 times faster than ordinary refrigerators. Puddings jell quicker, drinks cool faster!

Big 15 cu. ft.

TRU-COLD Chest Freezer

\$219

\$10 DOWN

Just like having a supermarket right in your home—freezer stores 525-lbs. of food. 5 year warranty on sealed unit.

Wards own famous brand, made exclusively for Wards by America's top manufacturers. Wards brand is your best-buy.

WARD'S AIRLINE SLIM-LOOK CONSOLE



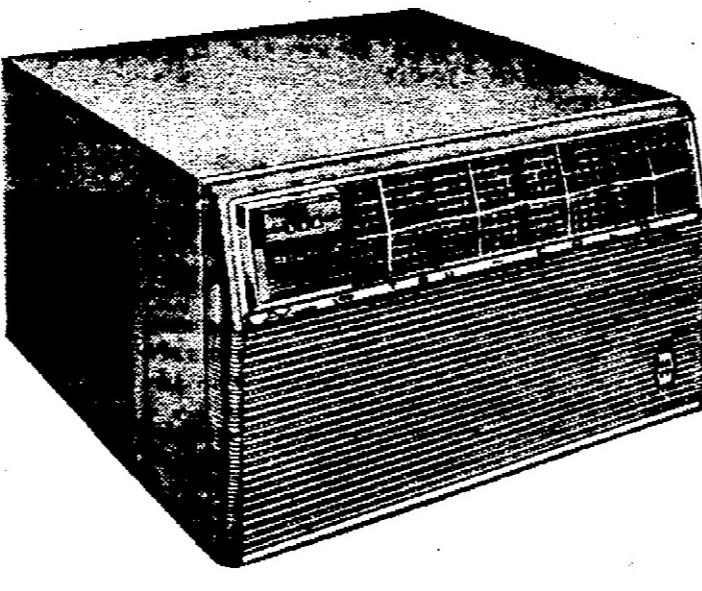
Blond \$10.00 Extra

15 cu. ft.
TRU-COLD
chest freezer
holds 525 lbs. food

Straight-line design
for that "built-in"
look.

- Divider
- Arctic green
Interior color

269⁹⁵



WARD'S 1 H.P. TRU-COLD Air Conditioner

There's no reason to swelter in summer's heat and humidity. Sleep in complete comfort, free from dust, heat, and humidity. See Ward's Tru Cold for only

149⁹⁵

254⁹⁵

WARD'S SUPREME Airline 21" TV

New narrow front design — looks trim. Tilted safety glass, mahogany finished cabinet. You get 1 year's free service, too. See it in action!

BETTER BUY NOW

13.7 cu. ft. TRU-COLD
2-door Combination

429⁹⁵

- Cycle-Cold automatic defrost refrigerator
- 161-lb. Food Freezer
- Spacious refrigerator on top, no need to bend. Foot pedal releases freezer door. Cycle-Cold recaptures cold 4 times faster than ordinary refrigerators.

BETTER BUY NOW

11.6 cu. ft. TRU-COLD
1-door Combination

299⁹⁵

- Cycle-Cold automatic defrost refrigerator
- 72-lb. Food Freezer
- Cycle-Cold goes to work the instant you close the door—puddings jell faster! Handy glide-out shelves adjust for bulky foods. "Sure Seal" safety door.

Automatically washes
all-fabrics safely!

\$239⁹⁵

\$10 down
Has 5 wash-water temperatures to wash everything—even new synthetics! Water-fall selector. Fabric guide.

Fast "blow through"
dryer saves current!

\$179⁹⁵

\$5 down
Dryer shuts off automatically when clothes are dry—comes out wrinkle-free! 3 drying actions. Handy fabric guide.

'5 DOWN BUYS ANY APPLIANCE UP TO '\$200, '\$10 DOWN BUYS ANY APPLIANCE OVER '\$200!

'Automatic' Can Mean Many Things

Standard Set of Definitions

Lessons Shopping Confusion

How automatic is automatic? Well, the answer is not an automatic one when you are shopping the field for a washer, adds the American Home Laundry Manufacturers' Association due to a number of advertising terms like "automatic," "completely automatic," and "fully automatic" which may be confusing.

Their research division has issued a set of standard definitions to lessen the confusion. According to definition, there are "automatic washers," "semi-automatic washers," "wringer washers," "spinner washers" and "combination washer-dryers" to choose from when shopping for this appliance.

For instance, an automatic washer is just what the name implies. It is a "power-driven device for washing fabrics, which upon one setting of controls, (a) fills itself with water at a set temperature (or near that temperature as the water delivered to the washer permits); (b) washes, (c) rinses, (d) extracts water, and (e)

stops—all without further attention on the part of the operator." For a washer to be automatic, the Association says, all that is necessary is to load it, set it, and forget it. At the end of the cycle clothes will be clean, damp-dry, and ready to go into the dryer.

If you're shopping for a semi-automatic washer, the definition is: "A power-driven device . . . which performs filling, washing, rinsing, and water extraction functions, performed by the automatic washer, without the operator's removing the fabrics, but which requires that one or more of the operations be controlled by setting controls subsequent to the original setting." In other words, it is not necessary to remove clothes during the washing and rinsing operation, but you must make at least one additional setting of controls once the load has started to wash.

Definitions for three other types of washers, in brief, are as follows:

Wringer washer . . . "equipped with a power-driven wringer for extracting water."

Spinner-type washer . . . "in which clothes are washed in one container and removed to another for rinsing and water extraction," and **Combination washer-dryer** . . . "for both washing and drying fabrics, which, upon one setting of the controls, combines the automatic washer and automatic dryer functions in one continuous operation."

Launder Orlon in Automatic for Perfect Results

Don't hesitate to launder that fleecy Orlon coat in your automatic washer and dryer. If you observe the following instructions from the American Home Laundry Manufacturers' association, your favorite Orlon coat or jacket will be clean, dry and ready to wear again in less than an hour's time!

Before washing, pretreat any extra-soiled areas by rubbing them with a paste of water and the detergent or soap you are using. Then place the coat in your automatic washer, using a heavy duty soap or detergent and the highest water level available. Consult your washer instruction book for specific time and temperature settings for your particular washer. Allow coat to go through the complete wash, rinse and spin-dry cycle.

Before placing coat in your automatic clothes dryer, straighten and smooth seams, collar, cuffs and pocket edges. Use a low to medium dryer temperature, and tumble until damp dry. Excellent results may be obtained by using the special wash and wear setting, if one is offered on your dryer.

Remove coat immediately at end of drying cycle, and place on a non-rust hanger to allow coat lines to fall into place. If desired, finger-press seams, collar and cuffs. When completely dry, the coat will look soft, fluffy and prettier than ever.

4. Don't buy from an unauthorized factory dealer. Only an authorized dealer can complete a factory guarantee.

2. Don't buy from anybody who does not have a permanent place of business. Blind telephone number and week-to-week addresses are dangerous.

3. Don't buy from a dealer who does not have a service department. Poorly installed conditioners can give you considerable trouble.

4. Don't buy from just anybody who might be here today and gone tomorrow leaving you "holding the sack" on your warranty guarantee.



Today's Automatic Dishwasher Is a far cry from the earliest, hand-propelled machine of 1909. It also is a far more efficient dishwasher than the first automatics introduced in the late thirties. This one has double-deck washing action, specially designed rolling racks for dishes and utensils and a door that opens open fashion for ease in sorting, stacking and removing dishes. The table top also offers more counter space.

Story of Progress

Automatic Dishwashers Developed From Hand-Driven Model of 1909

The year: 1909. The place: Syracuse, N. Y. The time: Fall.

A young man sits working on a round-shaped tub with four legs attached to it. On one side of the tub is a hand crank with large iron gears. Inside the tub are plungers which move up and down when the hand crank is turned. This motion of the plungers splashes water against his mother's dinner dishes stacked in the tub.

This is the world's first dishwasher.

As far back as 1860, patents were filed in Washington describing novel methods of eliminating the daily chore of hand dishwashing. No progress was made until 1909 when the first successful commercial dishwasher was manufactured and sold for \$50. This Walker dishwasher was later developed by one of the largest producers of automatic dishwashers.

Today's Symbol

Today, the dishwasher enjoys a very special place in the hearts of the 2,900,000 women who own this machine. By 1960, market experts predict that about 4,000,000 families will own dishwashers. The dishwasher has become a symbol of modern living, because this appliance saves busy homemakers more time than any other piece of household equipment. It's growth is being influenced by the changing housekeeping habits of American families.

In the last 15 years, thousands of women have taken jobs in of

fices and factories, leaving less time to do housework. In addition, rising costs of living have ended the days of the domestic servant and the "part-time" maid, causing a further increase in demand for time-saving appliances in the kitchen and home laundry. Travel, higher educational standards, and growth of the modern concept of all-electric living are also important factors in the growth of the dishwasher.

The crude dishwasher manufactured in 1909 was the first attempt in history to relieve homemakers from the monotonous chore of dishwashing. Actually these first machines didn't give women the things they wanted. No market research departments existed to test consumer desires, and since the dishwasher had never been commercially successful, its design and functions were pretty well limited.

Changes Made

By 1913 homemakers could forget about hand-cranked dishwashers because that year an electric motor was attached to the bottom of the tub. To grandmother, "plug it in, and leave it alone" was sheer luxury. That year consumers purchased 300 dishwashers. Most of these were assembled by hand.

Several noticeable changes were made in the 1919 model. The front-opening door dishwasher was introduced in 1937. This gave the homemaker work space on top of the dishwasher. A new type silverware tray, placed in the middle of the dish-tub bottom, swept back and forth across the tub bottom, producing a wave of water that splashed over the dishes. This was introduced in 1937. This gave the homemaker work space on top of the dishwasher. A new type silverware tray, placed in the middle of the dish-tub bottom, swept back and forth across the tub bottom, producing a wave of water that

After 28 years of development, the world's first automatic electric dishwasher was introduced in 1937.

Sinister Signs

House Haunted? More Power Chases 'Ghosts'

Do you live in a haunted house? Four out of five families do and are haunted by the ghost of low horsepower.

Here's how you can detect your ghost. Watch out for these signs of an eerie presence.

Does "something" make your fuses blow—or circuit breakers trip open—with irritating frequency?

Is there an "evil eye" cast on your iron—your toaster—so that they heat slowly?

Do lights mysteriously "blink" or television picture "shrink" for no apparent reason?

Do electric appliances act strangely even though the repairman insists there is nothing "wrong" with them?

Do ugly tentacles creep along the baseboards or "octopus" growths spring from outlets?

Needs Outlined

If you've been troubled with these sinister signs of the housepowder ghost the chances are good that your electrical contractor to



This 1909 Walker dishwasher, later acquired and developed by another firm, is believed to be the first ever produced in the United States. It used the principle of dashing water against the dirty dishes with three plungers in the tub of the machine forcing the water from the bottom upward. The housewife turned the crank arm to make the plungers travel upward; a cam released the plungers when they were at the top and they came down with sufficient pressure to push the water up and over the dishes.

Air Cooling Unit Girl's Best Friend

Diamonds, as extolled by musical comedies and similar media, may be a "girl's best friend," but when she's a working girl in an office or plant—in hot sultry weather—she may decide that air-conditioning can take the place even of the sparkling gems.

For without air-conditioned surroundings during her working hours—and at home, as well—she'll have a hard time achieving the glamour that may get her into the diamond

With air-conditioning she's a crisp, cool career girl; without it she's a limp, drooping, tired-out shadow of herself, with damp curls and a nose glistening with perspiration.

Nowadays most secretaries, stenographers and other feminines help inquire into the working conditions when they take a job—and air-conditioning is one of the most desired "conditions."

The demand for air-conditioned offices has grown to such an extent that all new buildings fit from a fast dryer "valet" fully check the drain hose for

tion unit given as good results as a separate washer plus dryer er?

Washday Wonder

Laundering Facts Given On Combination Units

Since many homemakers are curious about how a combination washer-dryer actually works, the American Home Laundry Manufacturers' association has supplied some answers to the questions most frequently asked about this new washday wonder.

Question: How do you use a combination washer-dryer?
Answer: In operation, the combination unit has been called a "2-minute laundry" for it takes only one minute to load the combination and set the controls, and one minute to unload it at the end of the drying cycle. The washer-dryer automatically fills with water at the temperature you select, then washes, rinses and dries the clothes. The unit stops automatically when clothes reach the degree of dryness you have pre-chosen.

Question: Does the combination unit given as good results as a separate washer plus dryer?
Answer: Yes. Clothes are washed just as clean, and emerge just as dry, soft and fluffy. In addition, homemakers are spared the inconvenience of having to return to the machines to transfer wet clothes from washer to dryer.

Question: Can clothes be either just washed or just dried in the combination?
Answer: Either the wash or the dry cycle may be used separately. All washer-dryer manufacturers enclose an instruction book which includes directions for using the combination as a washer or dryer separately.

Question: Is it necessary to pretreat clothes in any special way before placing them in the washer-dryer?
Answer: No more so than would be necessary with separate units. Simply sort, pretreat and check clothes just as you ordinarily would to prepare them for laundering.

Question: How much time does the combination unit take to wash and dry clothes?
Answer: Time varies according to the contents of the laundry load. In general, the washer-dryer takes from 60 to 90 minutes to go through the complete cycle. However, once controls have been set, the machine needs no further attention, but launders clothes automatically from start to finish. The combination has ushered in the effortless wash day.

Question: Synthetic Suits Fair Well in New Automatics
Answer: Time varies according to the contents of the laundry load. In general, the washer-dryer takes from 60 to 90 minutes to go through the complete cycle. However, once controls have been set, the machine needs no further attention, but launders clothes automatically from start to finish. The combination has ushered in the effortless wash day.

Question: Check Washer Yourself Before Calling Service
Answer: It's a nuisance when you have an armload of dirty clothes and your faithful washer doesn't start on cue, but don't "blow a fuse" and run immediately to the telephone to call your serviceman. There may already be

1. If the washer doesn't start, check the power cord to see if it is securely plugged in. Next, check the house fuse that feeds your washer circuit to be certain a fuse hasn't blown.
2. If you aren't getting water in your washer, check both the completion of final spin-dry cycle. Transfer garment to automatic dryer, and dry at low to medium temperature or use the warm or cold water, and remove suit from washer at completion of final spin-dry period and allow it to complete the cycle. This may be caused by the following procedure: Use that it is securely plugged in. Next, check the house fuse that feeds your washer circuit to be certain a fuse hasn't blown.

3. If water does not drain from the tub as it should, care being air-conditioned from treatment, too. Steam out wrinkles. Check it at both drain and water-fill mechanism.
4. Recheck each of the above items. It is virtually impossible to rent non-air-conditioned space to employers, because they can't afford to pay for air-conditioning. Modern males are shopping making the above inspections from the tub as it should, care being air-conditioned from treatment, too. Steam out wrinkles. Check it at both drain and water-fill mechanism.
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Efficient Use of Range Investment Protection

Direction Book Tells Purchasers How
To Get More Out of New Kitchen Unit

You're protecting your investment when you take the time to learn how to care for your electric range.

Reading the direction book that comes with your new range will help you get more for your money in terms of long-time serviceability. Manufacturers have put considerable time and effort into making direction books that are easy to understand and follow.

They believe in their products and they want their customers to stay sold. That's

Fit Heater To Home Needs

Faster Recovery
Units Call for
Smaller Tanks

Supposing you've decided the family should give itself a gift—a much needed new gas water heater. Do you know what size to buy?

Their range in size from 30 to 100 gallons. The size you buy should be determined by two things: The amount of hot water you need and the recovery capacity of the heater.

Recovery capacity means the ability of the heater to replenish hot water as fast as it's used. With a fast-recovery heater you can use a smaller tank. This will save you money on purchase price, installation, maintenance and operating costs. Besides, it will take up less space.

Many 30-gallon gas-fired water heaters will recover their entire capacity in about an hour. They give more hot water per hour than any other kind of automatic heater.

No Danger

Gas water heaters will turn off and on automatically. And there is never any danger their hot water supply will be cut off by power failures or delivery curtailments.

There are many automatic gas tanks that have dial-like controls enabling you to obtain instantly the very high temperatures required for automatic dishwashing and laundering.

Gas heaters are equally at home in the kitchen, concealed in closets or shown counter-top height alongside other modern home appliances. Their "new look" colors make a big hit with housewives, too.

But the final factor in selecting the kind of water heater you need is determined by conditions affecting your local water supply. Your local gas utility company is best equipped to advise you on the kind of tank material most suitable for your area.

New Dishwashers Excellent Purchase

The answer to the question "Is a dishwasher worth buying?" is a resounding "Yes." In a before-and-after test with ten families, it was found the average housewife scrapes over 100 separate items a day, or 4,000 a month.

Machine washing cut actual time spent at the chore by about one-half, washed dishes cleaner, cut breakage. Biggest gain reported—the extra suffocating blanket, makes you feel uncomfortable.

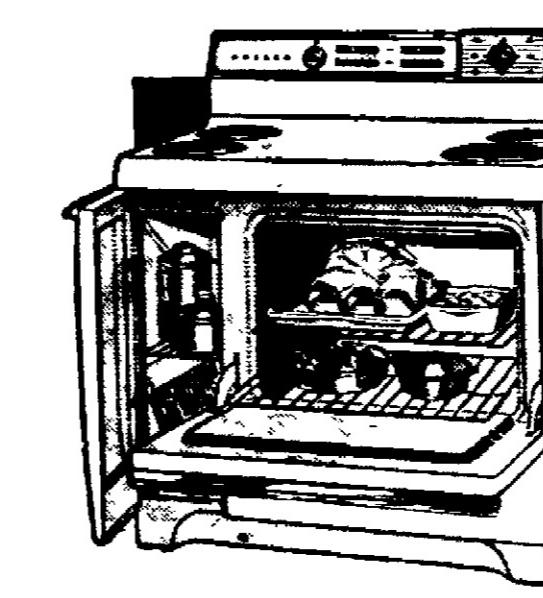
LOOK AHEAD... and you'll choose "Woman Designed" PHILCO!



PHILCO 8 1/2 cu. ft. Refrigerator

179⁹⁵

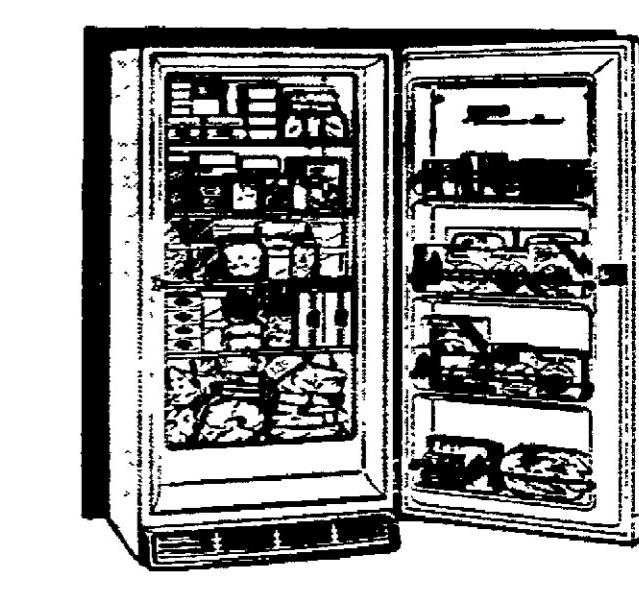
NO DOWN PAYMENT!



PHILCO Deluxe 40-in. Range

219⁹⁵

NO DOWN PAYMENT!



PHILCO Upright Freezer

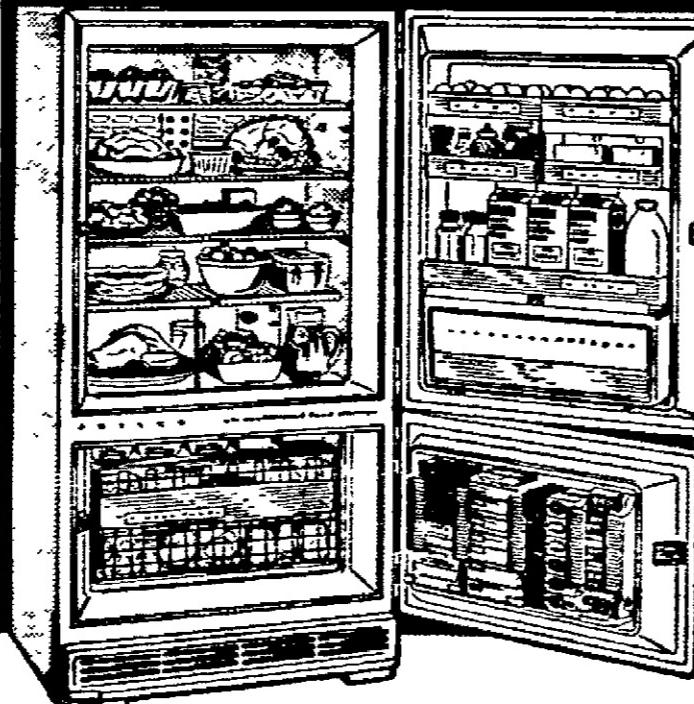
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**QUALITY HAS
NEVER BEEN
SO HIGH
AS IT IS
TODAY!**

**Better
Buy
NOW!**

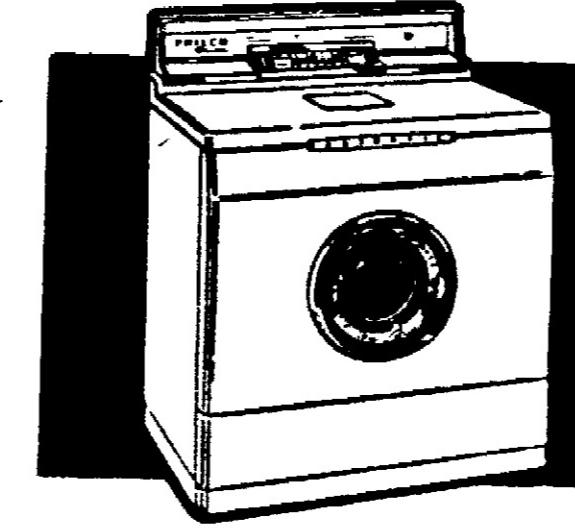
**TRADE
ALLOWANCES
HAVE NEVER
BEEN MORE LIBERAL!**



PHILCO SUPER MARKETER

299⁹⁵

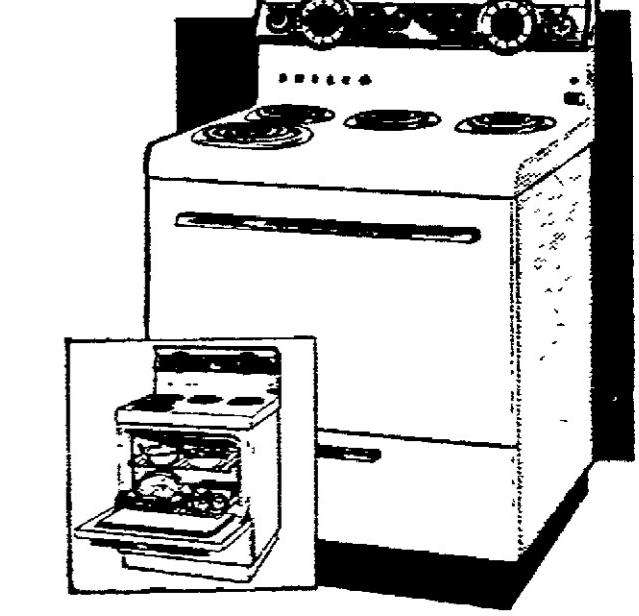
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PHILCO-BENDIX DUOMATIC

379⁹⁵

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PHILCO Deluxe 30-in. Range

259⁹⁵

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• NEENAH •

125 West
Wisconsin Ave.

132 West
Wisconsin Ave.

Wichmann's

• APPLETON •

513 West
College Ave.

1320 West
Wisconsin Ave.

BEST**APPLIANCE VALUES!****better buy NOW!**Now You
Can Own A**G-E**
Upright
Freezer

For Only

228⁸⁸

Model HU-10R

G-E BOOKSHELF FREEZERS

With Magnetic Doors

The G-E Bookshelf Freezer puts twice as much food within easy reach as a comparable sized chest freezer.

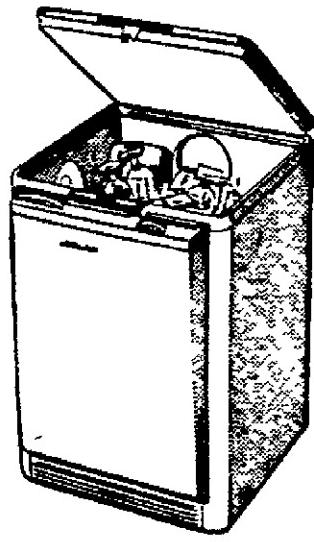
G-E MOBILE MAID DISHWASHERS

Wash Everything!

- New "Push-Away" Drain!
- Sanitizes Dishes!
- Completely Automatic!
- Holds Up to a Service for 8!

218⁸⁸

Model SP-40

**G-E FILTER-FLO WASHER**

Famous G-E Filter-Flo Washing System Cleans and Recleans Wash Water to Give You Cleaner Clothes.

WITH TRADE

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Model WA-603R

- Non-Clogging Moving Filter . . . made of metal, won't clog . . . makes handy detergent dispenser, too!
- Big Capacity . . . 18 Pounds, over 50% more capacity than many other automatics!
- Water-Saver for Small Loads . . . saves gallons of water, choice of hot or warm water to suit fabric needs!
- Two Wash Cycles . . . for normal washes and short cycles, for delicate silks, synthetics and other fabrics!

**G-E CLOTHES DRYER**

With High-Speed Driving System

WITH TRADE

168⁸⁸

Model DA-610R

- TIMER DIAL . . . allows selection of drying times . . . shuts off automatically!
- ADJUSTABLE CONTROLS . . . select high or low heat and push the start button . . . that's all you do!
- HIGH SPEED DRYING SYSTEM . . . clothes dry quickly and naturally . . . making them soft and fluffy!

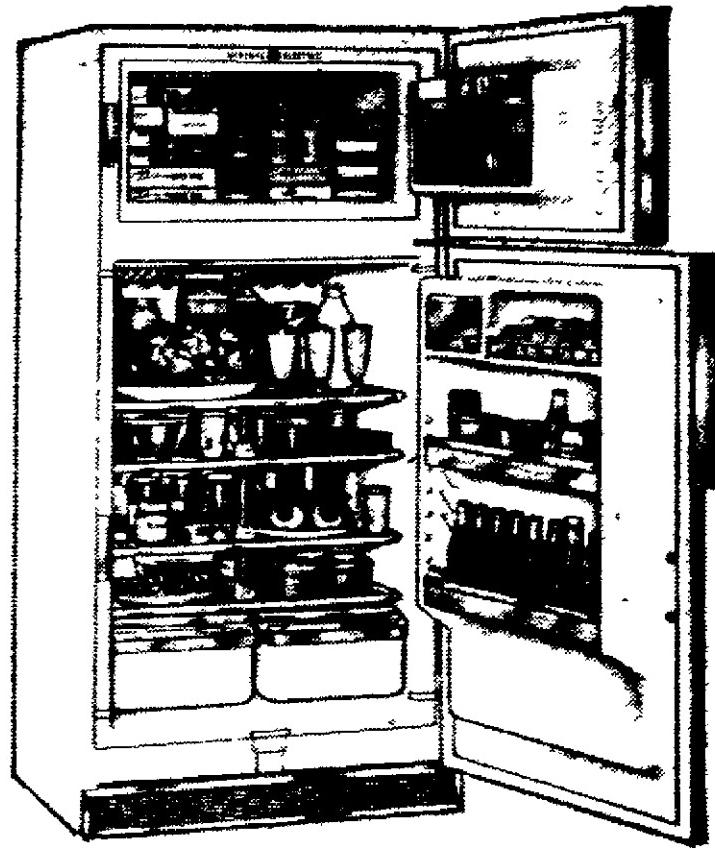
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GENERAL ELECTRIC
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Guarantee That Your Decision To Buy A Major Appliance or Television Receiver Bearing The G-E Label NOW Is Your Assurance That You Will Receive Highest Quality, Better Terms and Lower Prices. BETTER BUY NOW!

- ★ G-E Refrigerators
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Your G-E Dealer Will Arrange EASY, LOW TERMS TO SUIT YOUR INCOME!**WIN A HOUSEFUL OF APPLIANCES!!****FREE ENTRY BLANKS AT
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Enter As Often As You Like Contest Closes May 17th



Model BH-12R

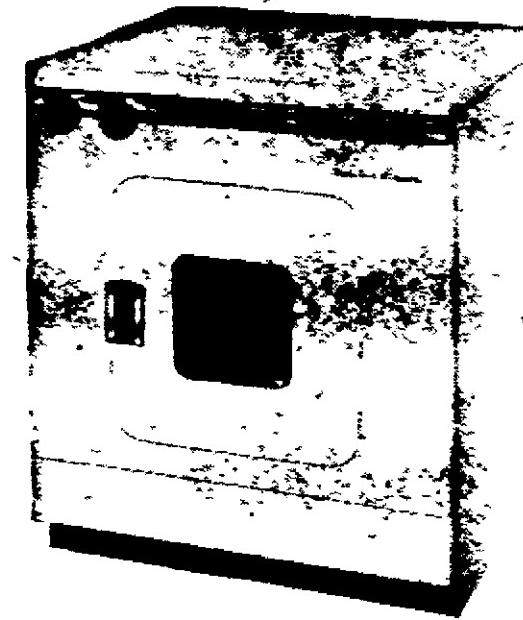
**G-E
"Straight-Line" Design
REFRIGERATOR**

Only G-E Has All Three . . .

- ★ Straight-Line Design!
- ★ No Coils In The Back!
- ★ Revolving Shelves!

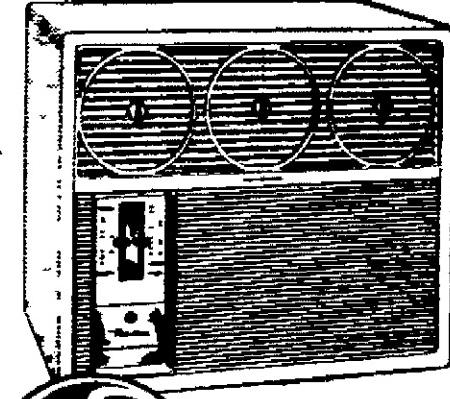
**FAMOUS G-E 1958
Refrigerator-Freezer
Combination****358⁸⁸**

With Trade

234 MAIN STREET
MENASHA**NOW ONLY
429⁰⁰**With Trade
Model WD-550**G-E COMBINATION WASHER-DRYER**

Two appliances in one . . . you wash and dry your clothes with only 1 minute's effort . . . 30 seconds to load, 30 seconds to unload.

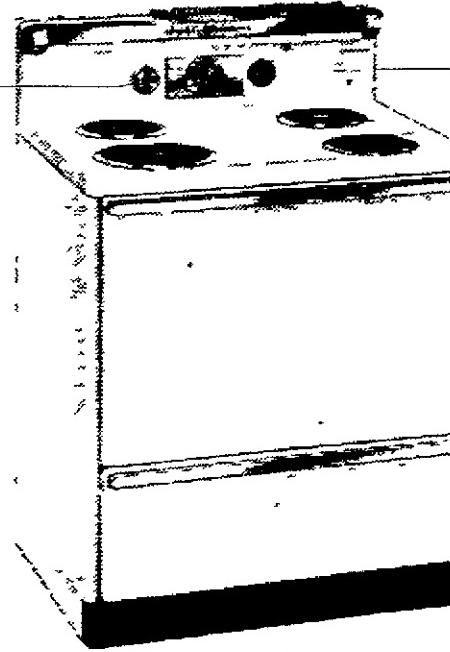
- Family Size Capacity!
- Automatic Water Saver!
- Automatic Lint and Moisture Drainage!
- A Complete Laundry in Only 30 Inches!

**G-E
DELUXE
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AIR
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Model R31-P16



1/2 horsepower, 115 volt, 5,500 BTU, Automatic Temperature Control, and 5-Year Protection Plan.

**G-E
DELUXE 30-IN.
KEYBOARD
RANGE**Complete With
Automatic Oven
And Minute Timer**198⁸⁸**WITH TRADE
Model J-303R

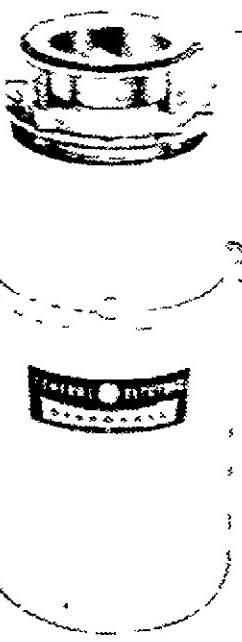
- New Removable Door on 23-Inch Master Oven!
- Extra Hi-Speed Unit . . . a giant 2600 watt unit!
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